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# HOW TO COMPETE & **WIN** TODAY

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*From mastering your market to winning listings and beyond—this is your go-to guide.*

## *Real estate is changing every day.*

From new consumer expectations and changes in technology to managing a room-temperature market at best, it's hard to keep up and know where to focus your time, money, and energy.

## *But here's the thing. You know real estate.*

That means you also know that tried-and-true tactics like bringing in new leads, managing transactions, and nurturing relationships will help you win clients in both the short and long term.

## *So, competing is simpler than you think.*

It's all about bringing these time-honored tactics into the digital age.

This eBook will look at modern techniques and tools you can use today to help you impress more clients and win more listings than ever before. So you can not only compete—but become the master of your market.

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# CHAPTER 01

MASTER  
YOUR  
MARKET



# THE FIRST STEP IN WINNING BUSINESS IS EARNING THE TRUST OF POTENTIAL CLIENTS.

One the most powerful tools at your disposal is something that consumers can't access without you: MLS data. Tapping into this data helps you better understand what's happened in your market in the past year and puts you in position to make educated guesses about what's to come.

It can also help you prepare for the questions you'll get from potential sellers.

## *Sellers may ask you:*

- Is now a good time to sell?
- How long do you think my home will sit on the market?
- What do you think is a good list price?

*Answering these questions confidently goes a long way to earning your clients trust and business—whether that's now or in the future.*

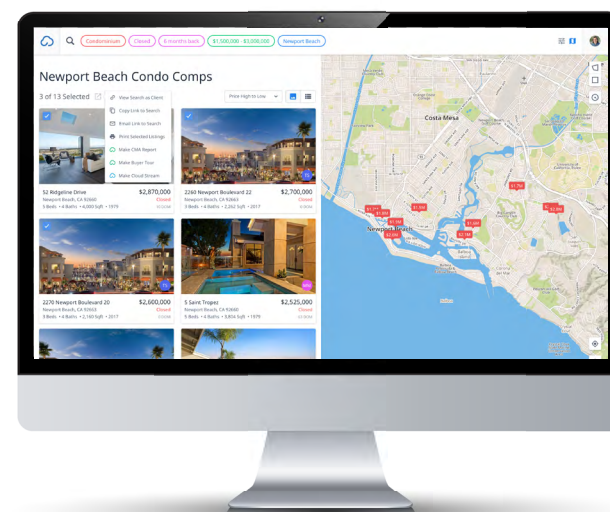


## TIP:

SEARCHING THE MLS CAN BE A TEDIOUS, TIME-CONSUMING TASK.

Modern tools that tap into your MLS data can give you an easier, more intuitive way to stay on top of your market. Cloud MLX, for example, helps you search the MLS like Google, using a tailor-made, modern interface. Create custom searches of new listings, pending listings, expired listings, and much more to capture a full picture of what is happening in your market.

***This way you can respond confidently and intelligently to any question that comes your way.***



# CHAPTER 02

BRING IN  
NEW LEADS



## Have you ever heard anyone talk about **KNOWING YOUR MAGIC NUMBER?**

Chances are, you know what you'd like to earn in commissions in a year. Reaching that number depends on a few factors like your listings, appointments, and open houses—and these numbers all come down to the number of new clients you can bring in.

**That's your magic number:**  
*How many new leads you have to find to reach your goal.*

But knowing your magic number isn't enough. You need to know how to reach it, too. That's why having the right tactics to bring in new clients is so important—so you can reach your number without spending on what doesn't work.

Let's explore the most consistent, high-impact channels that help you keep up a solid influx of new clientele throughout the year.

[illegible]

The trick is to focus on advertising on social media platforms. Organic posts typically only reach about 5% of your audience, whereas ads and boosted posts can potentially reach every user on the platform.

It takes a lot of work to set up social media ads, so look for solutions that help you create, publish, and manage ads across multiple platforms without a ton of uplift.



**TIP:**

Boost can help you get ads out across Facebook, Instagram, Nextdoor, and more—so you can get the word out to the right people faster.

## LANDING PAGES

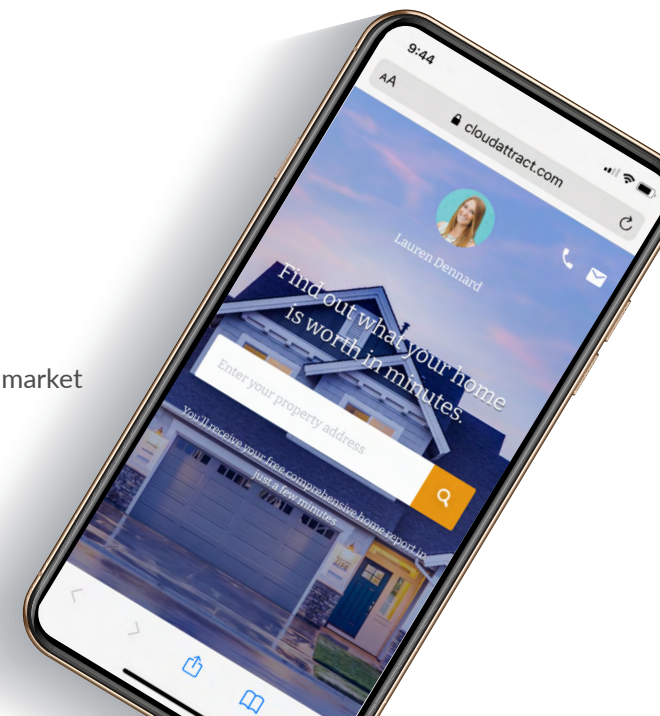
Ads usually need backup to bring in leads. After all, there are plenty of companies, brands, and competitors advertising online, so consumers need to know what they'll get in exchange for their information.

Running landing pages along with your ads that offer something of value—like home valuations, comparative market analyses (CMAs), or listing alerts—can help bring in more potential clients, so you get the most out of your advertising spend.



**TIP:**

From setting up and running ads, to creating high-converting landing pages, and all the way to following up and nurturing, solutions like Leads+ can help you build your business in 2023.





## OPEN HOUSES

Open houses are a great lead source—and not just for the property you're showing. Even if you just get curious passers-by, open houses give you an opportunity to get your name out there for the future.



### TIP:

Skip the handwritten sign-in sheet and make sure you can save every new contact right to your customer relationship management (CRM) platform with a digital sign-in tool like Spacio.



## GEOGRAPHIC TARGETING

One of the most effective lead gen tactics is to focus heavily on a specific geographic area. When you make yourself well known in a given city or area, clients come to you. Make sure to market yourself with both print and digital marketing.



### TIP:

With solutions like Adwerx and Boost, you can set up digital ads to target specific regions and find potential buyers and sellers online.





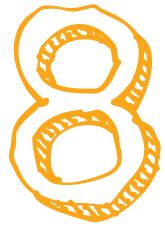
CHAPTER

03

NURTURE  
YOUR  
CONTACTS

Just because you've got a lead, that doesn't mean they'll buy or sell with you when the time comes.

DID YOU KNOW? It typically takes



TOUCHPOINTS  
BEFORE LEADS  
BECOME CLIENTS.

## HOW DO YOU CONVERT LEADS INTO CLIENTS?

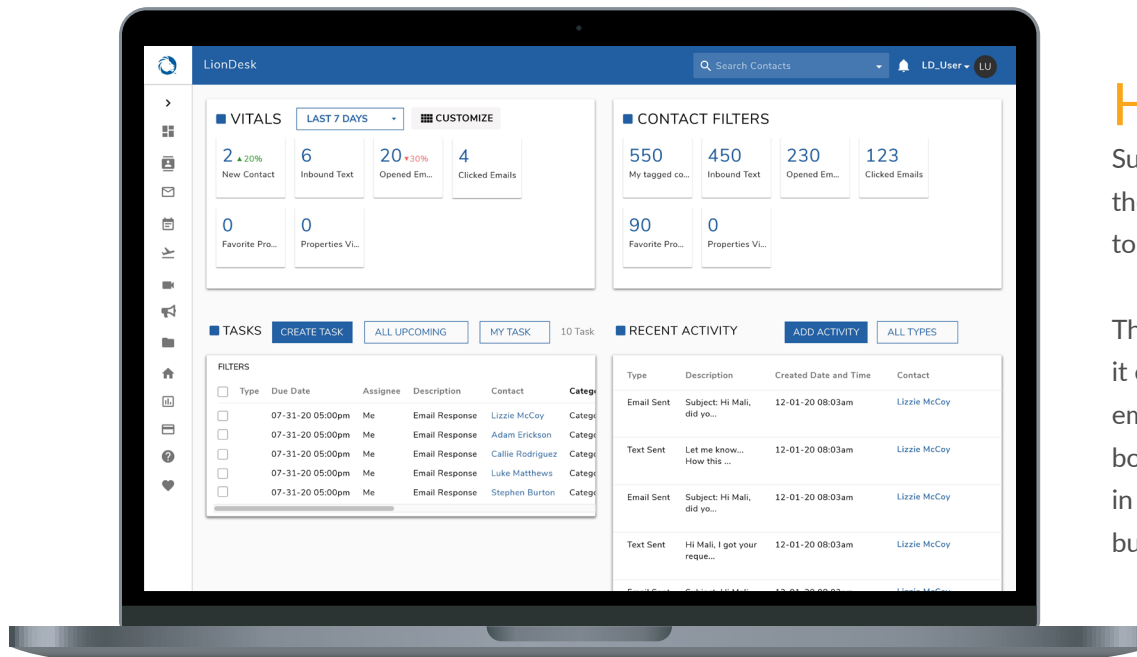
Whether you're just starting out in real estate or are a seasoned pro, one of the best ways to ensure that you have a constant source of business is by nurturing your leads. Talk to them, engage with them, and answer their questions. Be a constant source of all things real estate for them—on demand.



## HOW DO YOU DO THIS?

Sure, you can keep a spreadsheet of contacts and manually email or call them every so often. But when you've got dozens and dozens of names to contact, is this really the most efficient use of your time?

That's where a CRM platform comes in. Solutions like LionDesk make it easy for you to organize all your contacts in one place, create drip email campaigns to nurture your clients, use an auto-dialer to help you book appointments, and even keep track of all your text conversations in one place, so you can focus on what you're best at: working with buyers and sellers.



CHAPTER

04

OWN THE  
LISTING  
PRESENTATION

DID YOU KNOW?

82%

OF SELLERS INTERVIEW MORE THAN ONE  
REAL ESTATE AGENT BEFORE DECIDING  
WHO TO LIST THEIR HOME WITH.

Bringing an MLS printout—with its small photos and limited property details— isn't enough to show your value these days. While these are free to use, they're also what every other agent in your market is using. So rather than standing out in this pivotal moment, you blend in.

Bringing a comparative market analysis (CMA), on the other hand, gives you the best opportunity to impress your clients and win the listing.



**TIP:**

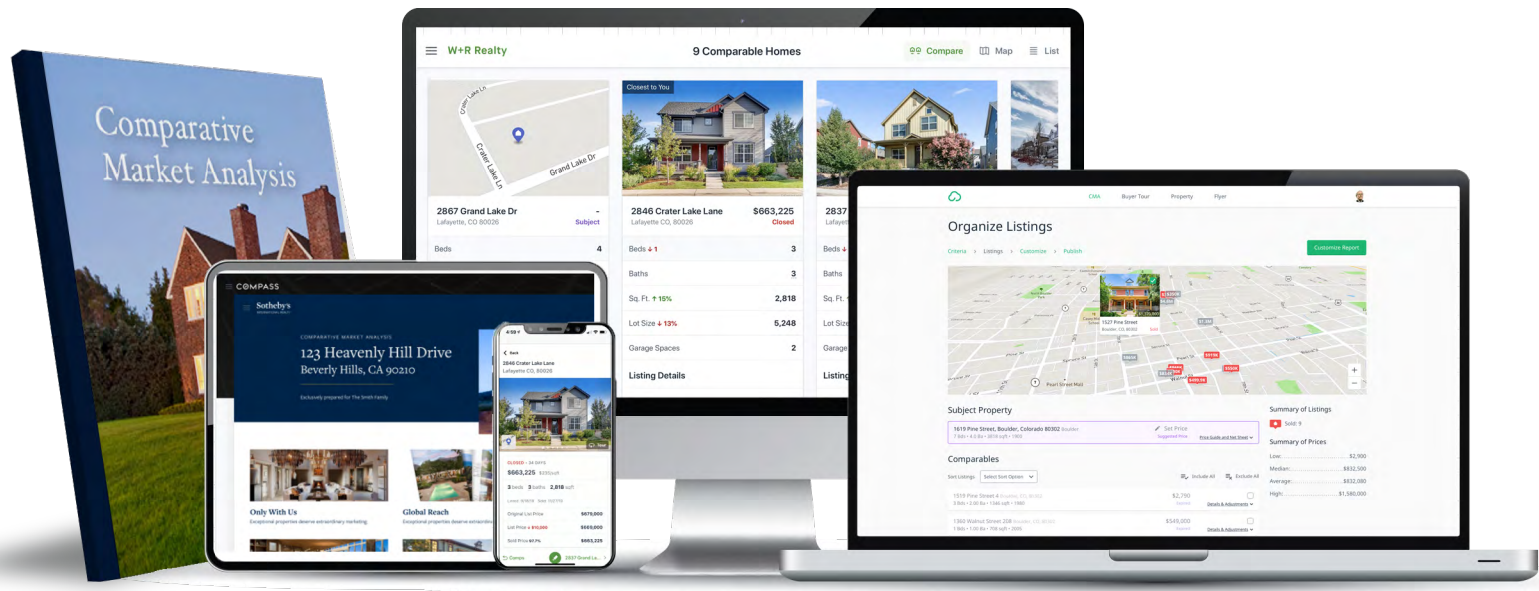
Cloud CMA lets you create custom CMA reports with all the information you need to prove you're the only agent for the job, including:

*Comps with large photos  
and property details*

*Interactive graphs that showcase  
recent market activity*

*Content pages that will help you address  
concerns about the selling process*

**AND MORE!**



You can also present your CMAs interactively with Cloud CMA Live, either in-person or over Zoom. Easily update comps on the fly, showcase interactive market data, and include rich media content in your reports so you can wow your clients with your digital prowess and mastery of the market—and ultimately win the listing!

CHAPTER

05

STAY ON TOP  
OF MARKET  
ACTIVITY



# BUYERS AND SELLERS ALIKE WANT TO KNOW WHAT'S HAPPENING IN THE MARKET. THAT'S WHERE LISTING ALERTS CAN HELP.

Your clients have likely already signed up for listing alerts on their own so they can keep up with market trends and know what they're in for, but you can't always know how quickly those alerts will go out—which means clients could potentially miss out. Setting them up with listing alerts that you know go out right when a listing goes up means you can trust they won't miss their dream home or a trend that affects their asking price.

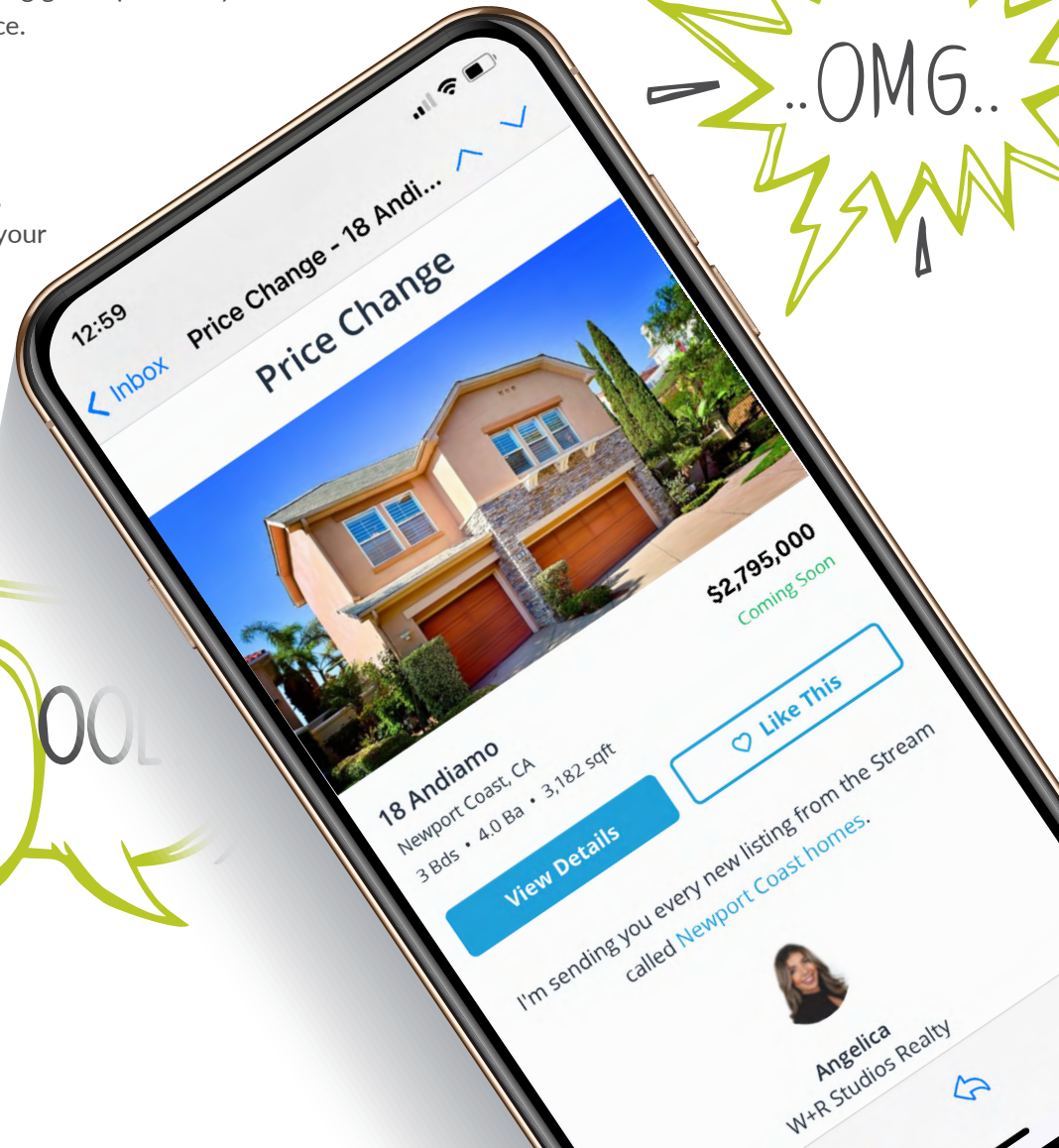


## TIP:

With Cloud Streams, you can set up listing alerts that go out in real time, and showcase your branding—which solidifies you as the local expert in your clients' minds.



CHECK THIS OUT!



COOL

# CHAPTER 06

MANAGE YOUR  
TRANSACTIONS  
IN ONE PLACE

# WHETHER YOU'RE IN A COMPETITIVE MARKET OR NOT, REAL ESTATE DEALS HAPPEN FAST.

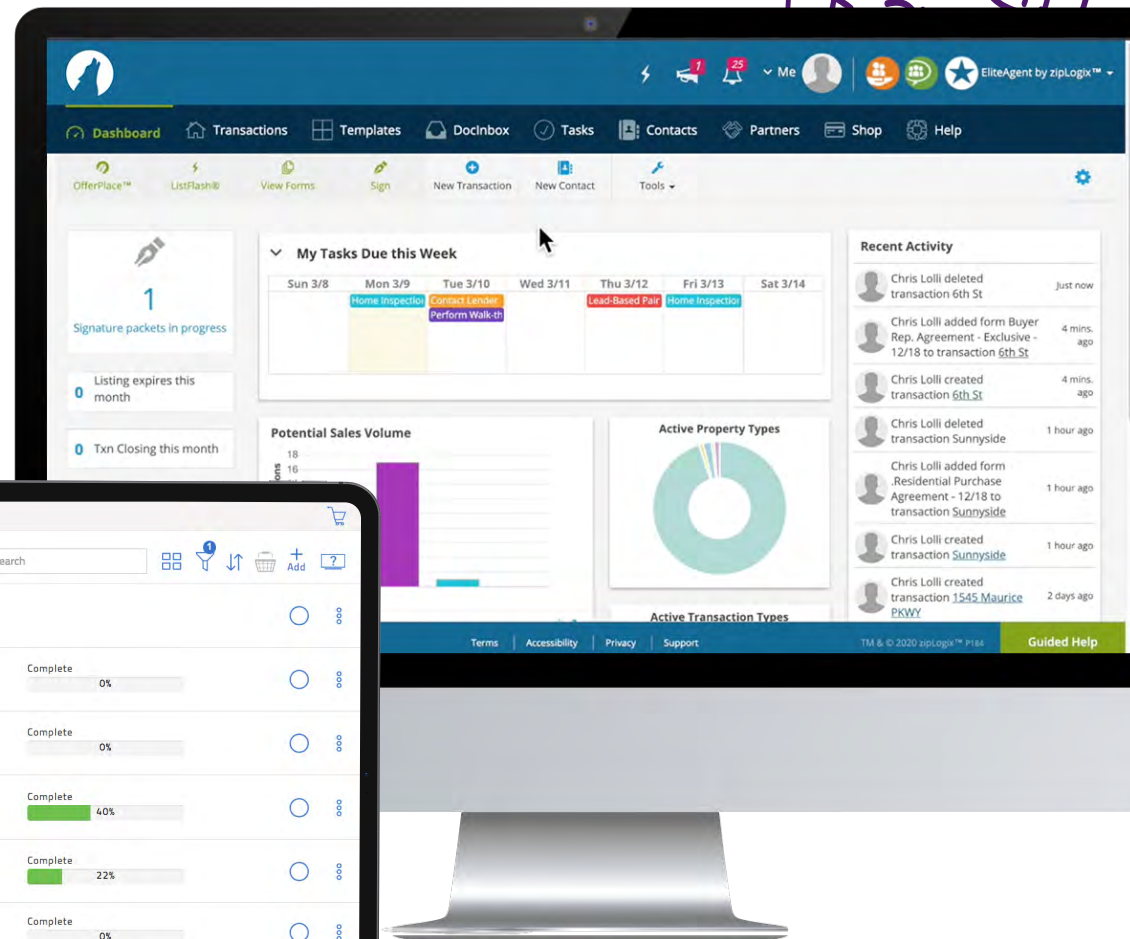
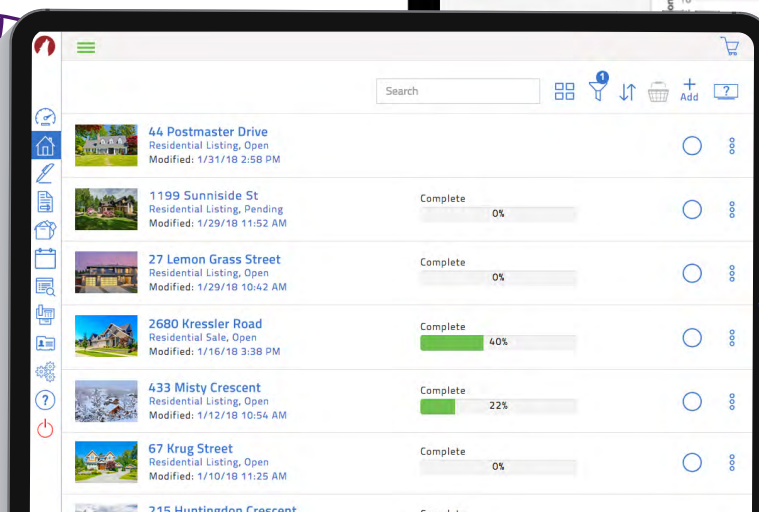
To keep up with the pace, you'll need to be able to work through deals quickly too—and that means having systems in place to help.

Transaction management solutions are made to keep all your work together, so you can create, complete, and close out deals quickly. This helps you get back out from behind the desk, too, so you can get out there and connect with clients.



**TIP:** *With Lone Wolf Transactions, you get:*

- ✓ Access to the latest and most compliant forms, direct connection to your MLS, and cloud storage
- ✓ Built-in eSignature through Authentisign, the digital signature solution made for real estate
- ✓ Productivity tools, like auto-filling forms, to help you save time and stay organized
- ✓ Connection to your broker's back office so they can approve transactions
- ✓ Access to order, manage, and process your title orders digitally in one click
- ✓ Free access to Marketplace, a library of tools to further enhance your and your client's experience



# CHAPTER 07

STAY TOP OF  
MIND WITH  
PAST CLIENTS

# DID YOU KNOW?

# 80%

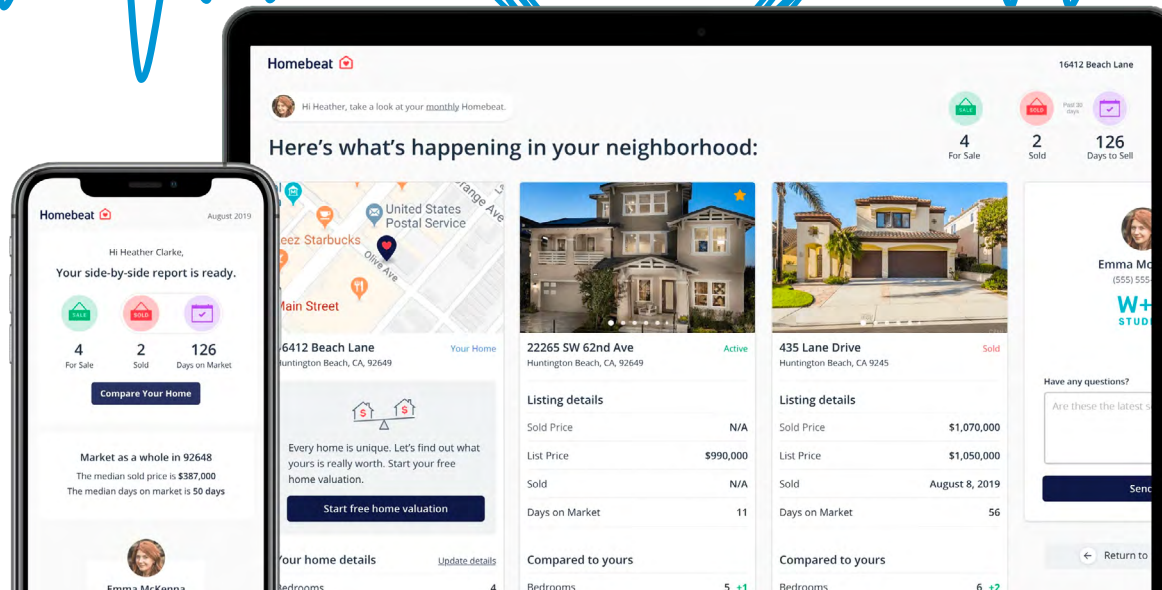
# OF SELLERS SAY THEY WOULD WORK WITH THEIR AGENT AGAIN, BUT ONLY 11% ACTUALLY DO.

Client relationships in real estate don't end at closing, and neither should your efforts! Most clients will end up needing to buy or sell again a few years down the road, so staying fresh in their minds can pay off in the form of clients who already know your value.



## TIP:

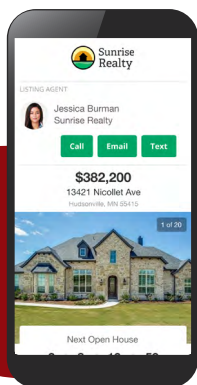
Look for a solution that helps you reach out regularly without doing a ton of manual follow-up yourself. Homebeat, an add-on for Cloud CMA, can send your past clients live updates on their home's value on a regular basis. These reports keep both your name and your expertise in their minds, so they think of you first when it's time to move again.



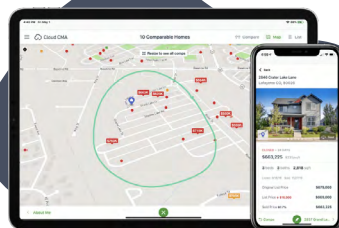


## COMPETING RIGHT NOW IS NOT ALWAYS EASY.

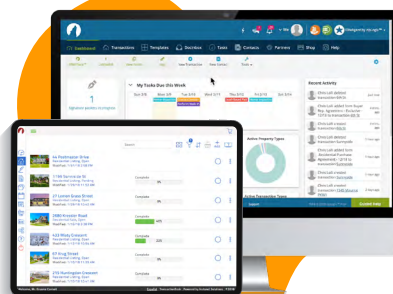
*Especially in this new digital world, where consumer behaviors are changing by the minute, it can be tricky to keep up.  
But with the right tools in your hands, you can bring in leads, stand out from your competitors,  
easily manage transactions, and stay top of mind for the future!*



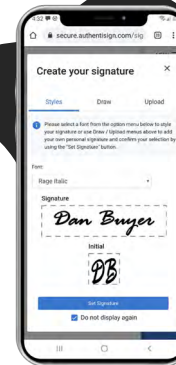
LEADS



CMA



TRANSACTIONS



ESIGNATURE



MARKETPLACE

WHETHER YOU'RE NEW TO THE GAME OR AN INDUSTRY VET,  
LONE WOLF IS HERE TO HELP.

*Our leading digital solutions give you everything you need to compete—and win—starting today.*





**LONE WOLF**  
TECHNOLOGIES

[lwolf.com/products/agent-cloud](https://lwolf.com/products/agent-cloud)