

WEBINAR

Building your brand as an agent

Date 11 March 2020 | Time 11:00 A.M.

Facilitator

Mark Buttress, CEO

Speakers

Nic Warrington, Creative Director

Wendy Allnatt, Client Liaison Manager

Agent Profile



Agent
brigida.simpson@seff.com
082 896 8175

Brigida Simpson

Brigida Simpson sells residential property in the sought after suburbs of Hurlingham, Glenadrienne, Willowild, Hurlingham Manor, Parkmore and surrounds. Brigida has been an estate agent for seven years, has been with Seeff Sandton for five years, and comes from a background in marketing, publishing and advertising. Her experience in marketing strategy development, public relations and negotiations contribute directly to her real estate success.

Brigida was a top performer at Seeff Sandton in 2016 and also placed in the Regional Top 20 agents at Seeff. Brigida was awarded the national status of Achiever Agent in 2017, 2018, and in 2019, which is a sales-oriented accolade for top performers across the country.

Brigida has her Professional Practitioner Real Estate (PPRE) designation.

[Share my agent profile](#)



R3,250,000



Double Stand bordering River Club 4km from Sandton CBD

Parkmore



R5,900,000



GENEROUS FAMILY HOME SET IN A PICTURESQUE GARDEN - IDEAL WORK FROM HOME ON 2681m²

Hurlingham



R1,999,000



3 Bedroom Townhouse For Sale in Parkmore

Parkmore



R10,000,000



Opulent Living dream house in an exclusive guarded enclosure 600m from St Stithians main gate.

Bryanston

What we're covering today

- What is a brand?
- Why your brand matters
- How to create a brand strategy
- The elements needed for your branding
- Prop Data agent profile pages



What is your brand?

- It's the connection you have with your clients.
- What do they think about you?
- How do they feel about you?
- Your brand is your personality — and it matters.



Why does your brand matter?

- It sets you apart from your competitors
- It builds a loyal client base — creates a bond
- It cements your credibility



How you can create an effective brand strategy

It's a lot easier to produce quality content around an effective brand if you know who you're talking to.



First, ask...

What's the journey you want your clients to take with you?



Define your target personas

This is a fictional person based on characteristics shared by your clients.

Name
Tenant Tony

Age
25 to 34 years

Highest Level of Education
Some college, no degree

Social Networks

- f
- Instagram
- Twitter
- in
- Pin
- G+

Industry
Sales

Organization Size
11-50 employees

Relationship
Serious relationship with girlfriend

Preferred Method of Communication

- Email
- Face-To-face
- Phone

Job Responsibilities

- Travel to meet existing /potential clients
- Understand the company and products
- Meet strict sales targets
- Understand technology
- Prepare reports
- Entertain clients

Reports to
Sales Director

Goals or Objectives
Finding and working leads

They Gain Information By
Online courses and conferences

Property

- Find a...
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Pro tip

Make your persona
with HubSpot

hubspot.com/make-my-persona

HubSpot



Make My Persona Tool

Create a buyer persona that your entire company can use
to market, sell, and serve better.

[Build My Persona](#)

The elements needed
for your branding



You need ...

either a website, agent
microsite or an agent
profile page

It's the destination of all your marketing and
a place where potential clients enquire
about a property or service.

They can include a bio, your contact details,
awards, latest listings, sold listings, glowing
testimonials, and more...

You are here: Jawitz Properties /

ANTON WEBER

< [Back to Agents](#)



Testimonials

" Anton's knowledge of the area and Jawitz's modern approach to marketing were just two of the reasons we chose to list with them. A huge thank you to you and the team for your effort and dedication. We couldn't have asked for more!" - Roxanne and Charl

Anton Weber

Property Consultant

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T: 043 735 4543

anton@jawitzeastlond

[VIEW MY PROPERTIES](#)

I follow three simple rules: D
best I can & always strive to

I joined the Jawitz Team at t
guided by Cheryl Petzer and
knew it would be a great inv
enjoyable journey. With two
extremely strong work ethic
mindful of the human elem
success. Understanding tha
all about people, there is no
matching the right property
right price and time.

I live in Selborne and my ch
schools, Selborne and Clare
convenient lifestyle & is clos
strongly believe it is importa
community as everyone ben
efforts.

#LetskeepitReal - Saying wh
you say, is all about making

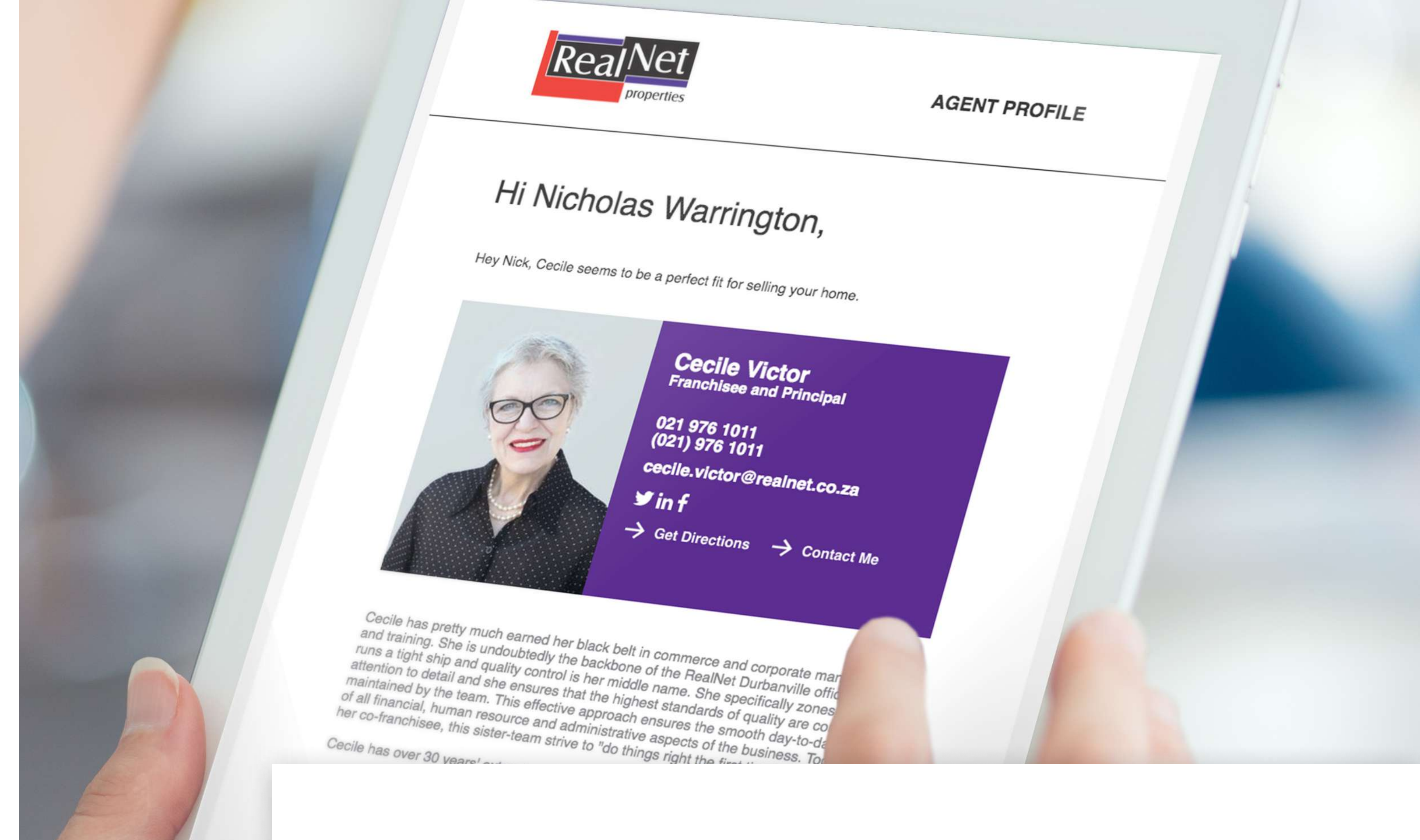
[READ LESS](#)

You need to use email marketing

Agent newsletters: Provide educational and informative content on a regular basis.

Promo mailers: Share new properties, reduced properties, or a discount on your services.

Email signatures: Display essential contact information, but also link to your agent profile page. These can even have dynamic content like Prop Data's automated email branding solution.



Dear Jane,

I trust that you're well.

Thank you for your query regarding our featured property this week. I'd be happy to schedule a showday appointment with you between 12:00 - 16:00.

Please let me know what time would work best for you?

Warm regards,

KYLE LEIGH

Founder & Managing Director

M +27 (0) 82 667 9450

E kyle@theagencygroup.co.za

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Debra Maddocks
@propertybydebramaddocks

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- Notes

Create a Page

Liked Following Share

Posts

Debra Maddocks
March 6 at 5:37 PM · 🌐

ON SHOW THIS THIS SUNDAY.
14:30 - 16:30pm
Westville

Come view your dream home this weekend. I have something on show for everyone! For more information, click on the property you are interested in and Let's Talk..... See More

ON SHOW
SOLE MANDATE | WESTVILLE | SUNDAY
R 1 499 000

3 Bedroom Duplex For Sale in Westville
Duplex Details: 3 Bedrooms, 2 Bathrooms | 3 Be...

ON SHOW
SOLE MANDATE | WESTVILLE | SUNDAY
R 1 599 000

3 Bedroom Duplex For Sale in Westville
Duplex Details: 3 Bedrooms, 2 Bathrooms | 3 Be...

17 Likes 15 Shares

Like Comment Share

Debra Maddocks
March 5 at 2:53 PM · 🌐

Just Listed... Your New Home Awaits!

2 Fantastic new mandates to view. If you are looking for a cosy,

You need to blog, blog, blog...

Showcase your expertise — write content that adds value for potential clients.

The more localised your article, the more relevant the page will be for the users you want to read it. Here are some examples:

5 Great restaurants around < your area >

Interview the headmaster of X school

Up and coming property developments in < your area >

8 Fun winter activities in < your area >

Did know this about < your area > - 5 Fun facts



11

Feb

Elaine Chetty's Property Tip of the Month

Thinking of selling your property? How Should You Price Your Home? Hoping a buyer will overpay for your home isn't a strategy, it's a wish. It's also self-defeating.

As a seller, you naturally want to get top 'dollar'. Chances also are good that you have a deep emotional attachment to your home. Combined, those factors often lead sellers to insist on a high price. But testing the waters can actually hurt a home's value in the long run.

Here's why:

Our analysis of website activity shows that new listings get an average of 50-60 page views on the most popular real estate portals the day they hit the market. Houses with price drops get only 15-20 views.

First impressions matter.

If your home is overpriced when people first see it, chances are good they won't look again. We estimate a house listed for sale gets three-and-a-half times more web traffic in the first seven days than it does a month later. After the first three days, web traffic to existing listings slows more than 65 percent. In three weeks, it's down 85 percent.

In short, your home's debut is its best chance to shine. An overpriced property is more likely to be ignored. In this current market, don't expect a rush of lowball offers. People won't assume you're willing to negotiate.

By the time you lower the price, your home will have the taint of being a languisher. Fair or not, a home fresh on the market at R1, 2mil looks different than one reduced from R1, 5mil to R1, 2mil.

Even if it's objectively a good home, if it's been on the market for a while, many buyers will wonder if there's something wrong with it. Once that stigma is there, it is going to be hard for a seller to get full asking price. If there's already a price cut, savvy buyers will start circling. It's not a good situation for sellers to be in.

Remember, most buyers will look at your home online the first day it comes to market – make that impression count by pricing right. You'll get more and better offers that way, and you'll get them sooner. Ensure that you get solid advice from your agent to guide you on the ideal price to ask for your property given the recent deals in your area.

A stellar example of a Google My Business Listing

Juan Combrinck RE/MAX Helderberg

All Maps News Images Videos More Settings Tools



About 5 260 results (0,44 seconds)

www.property24.com › re-max-helderberg-somerset-west › juan-com...
Agent profile for Juan Combrinck - Property24
About Juan Combrinck. Raised in a real estate family in Somerset West, I have always known that I would like to pursue a career in real estate. After following a ...

www.remax.co.za › somerset-west › helderberg-somerset-west-800616
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★★★★★ Rating: 5 - 2 votes
Juan Combrinck RE/MAX Helderberg - Shop 33 RE/MAX Office, Corner of R44/Somerset West main road, Waterstone Village, 7130 Somerset West, Western ...



Juan Combrinck RE/MAX Helderberg
Sales & Rentals Associate

Website Directions Save

Real estate agents in Cape Town

Address: Unit 302, Crossfire Office Building, Paardevlei, 7130
Hours: Open · Closes 6PM
Phone: 082 770 7218

Suggest an edit · Manage this listing

Questions & answers
Be the first to ask a question [Ask a question](#)

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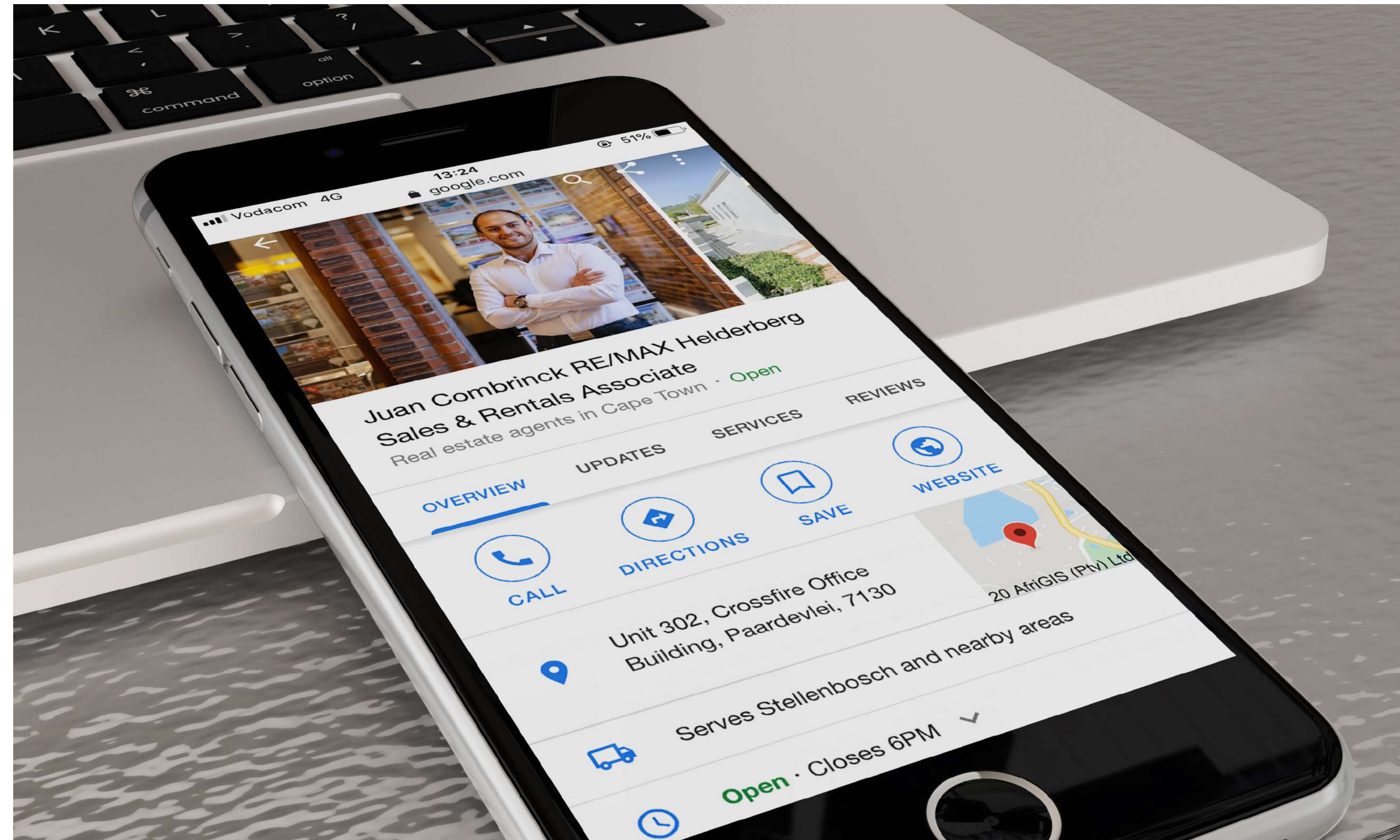
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From Juan Combrinck RE/MAX Helderberg Sales & Rentals Associate

'Besides assisting my clients in the successful sale, purchasing and renting of their properties, I am personally also a keen investor in the property market. I believe investment in properties is the ultimate vehicle to build passive income and wealth, leading to future financial freedom. Having lived in Somerset West my whole life, I believe I can offer excellent service in assisting and facilitating the process of successfully selling or purchasing your home. So if you are planning to make Somerset West your new home, or if you are looking to sell your current home, don't hesitate to call me, and remember, I am never to busy for your referrals !'

Updates from Juan Combrinck RE/MAX Helderberg Sales & Rentals Associate
[View previous updates on Google](#)

Feedback



A good Facebook brand effort

www.facebook.com/jarrydjefferySA/videos/959397561119370/

 **Jarryd Jeffery**
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I'm 100% committed to delivering exceptional results for everyone I get to work with. Whether you're a first-time buyer, seller or looking to secure the perfect investment property - making the Real Estate transaction process as seamless and efficient as possible is my goal.



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You need to use online advertising

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- Google Adverts

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SIMONY SANTOS
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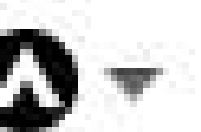
  17

4 Shares

 Like

 Comment

 Share



Don't forget about print media

Your brand needs to be consistently carried through offline media as well.

- Property boards
- Business cards
- Stationery



Need agent profiles on your site? Get **35% off*** this month!

go.propdata.net/agent-profiles-promotion

* Available only to clients of Prop Data with a current website package product



Let's recap

- You know what a brand is
- You know why a brand matters
- You know the steps to create a brand strategy
- You know the brand elements great estate agents use
- You know how to get a start with an agent profile



Helpful links

<https://go.propdata.net/course/branding/a-strong-foundation>

<https://go.propdata.net/course/branding/brand-identity>

<https://www.echostories.com/whats-a-brand-story-and-why-does-my-company-need-one/>

<https://go.propdata.net/course/branding/your-logo>

<https://go.propdata.net/course/website/your-website-as-a-marketing-tool>

<https://knowledge.propdata.net/a-better-way-to-introduce-yourself-as-an-agent>

<https://go.propdata.net/course/email/email-signatures>

<https://go.propdata.net/course/social-media/facebook>

<https://go.propdata.net/course/social-media/twitter>

<https://go.propdata.net/course/social-media/instagram>

<https://go.propdata.net/course/social-media/youtube>

<https://go.propdata.net/course/social-media/pinterest>

<https://go.propdata.net/course/social-media/linkedin>

<https://go.propdata.net/course/facebook-ads-powerful-choices>

<https://go.propdata.net/course/google-ads/the-worlds-biggest-business-directory>

<https://support.google.com/business/answer/3038177?hl=en#pract>

<https://support.google.com/business/thread/22147758?hl=en>

<https://www.inman.com/2019/04/29/google-is-about-to-revolutionize-the-way-consumers-find-real-estate-agents/>

<https://www.jasonfox.me/is-google-my-business-for-real-estate-agents/>



Thank you.

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