

## THE POWER OF NICHE MARKETING

LAKEFRONT LIVING INTERNATIONAL, LLC



*“The NATIONAL ASSOCIATION OF REALTORS® reveals that 80 percent of buyers would prefer to work with a real estate practitioner who’s focused on a particular type of property. While specialization has always been important, industry leaders say it has taken on an even greater importance in recent years as consumers are trained to look for personal experiences”.*



*“In order to be able to compete in this market, you have to differentiate yourself from the crowd. If anyone can sell a house, what makes you unique? Through creating your brand identity and establishing yourself as an expert, you are marketing yourself as the go-to real estate specialist for that sector. In doing so, clients will come to you”.*



*“One of the best ways to home in on winning strategies is to pick a niche where you can not only compete, but dominate. It’s better to be a big fish in a small pond than the opposite. When you’re marketing to a niche, the risk of wasting dollars is greatly reduced because your audience does you the favor of segregating itself. Having a ‘high share of voice’ greatly increases your impact on an audience”.*



*“A market is underserved if its needs are not being sufficiently catered to by the current available service providers. Consumer behavior rewards niche focused strategies. You must market your self in a manner that assures you will be the top agent in the mind of the consumer. You eliminate 95% of your competition by focusing on a niche”.*



*“What elements make something a long-term competitive advantage in real estate? It’s offering your clients something that they value and respond to at an emotional level, and that your competitors have a very difficult time duplicating. Agents looking for a competitive advantage in their markets need to stop looking for quantifiable benefits and start looking to make an emotional connection with a specific market segment”.*



*“Nicheing helps people know instantly you're for them. Your customer doesn't have to work hard to get the message, and you don't have to work so hard to get their attention. It's a win-win”.*

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### Career Mentor

*“You will also notice other real estate agents will be referring you to their clients knowing that you know more than they do. They should know that you provide outstanding service and more importantly, will keep their clients happy and make them look good as well. By setting yourself up as a specialist in one aspect of Real Estate, you are no longer competing with the masses”.*

### Entrepreneur

*“The benefits you promise must have special appeal to the market niche. What can you provide that's new and compelling? Identify the unique needs of your potential audience, and look for ways to tailor your product or service to meet them. Even the country's largest service providers target carefully pinpointed market segments to maximize the effectiveness of their programs”.*

### AGENT IMAGE The Very Best Real Estate Advice

*“You want your website to help you draw in more traffic by being a comprehensive resource site to whatever property type you are selling. In order to use real estate web design to target specific demographics, you have to reach these groups on multiple levels. You can tailor fit your marketing campaigns to target these specific groups”.*

### inman

*“You can't be all things to everyone, so don't try. As a real estate agent, you should focus your attention and valuable time on a specific market. It can be easy to want to change your focus at some point, but don't. Your niche should arise from your experience, as well as your interests. It is reasonable to expect that professional marketing could take anywhere from six to nine months to yield results — a time frame that is well worth it”.*

### REALTYTIMES<sup>®</sup> Real Estate News and Advice

*“All too often real estate professionals try being all things to all people, but unless your message is focused no one will hear it! By focusing your efforts on a specific target audience, you can address their specific needs, wants in the language that they understand.*

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**CHANGING LIVES, ONE LAKE HOUSE AT A TIME**