

Extreme Niche Marketing in Real Estate is about the Needs of HomeBuyers

What is Extreme Niche Marketing in Real Estate?



I have a simple question for you, the Real Estate Professional: "If I gave you a choice between being on Page 1 of Google under the Search Phrase '**Real Estate**' and the Search Phrase '**Charlotte Foreclosure Homes for Sale**' what would you choose? Think about it for a second! (*we'll assume you work in Charlotte with a leaning towards foreclosures.*)

The Answer to this question reveals your views on Real Estate Marketing and how it relates to [Real Estate Internet Visibility](#) – a topic mired in SEO double-speak and Voodoo Tools that are used more to confuse than illuminate.

Those of you who respond "**Real Estate**" are truly NOT connected to the needs of your Homebuyers in your local market – you may have business motives that are driven by either Real Estate Services, Franchising, or Ancillary Sales Tools for the Industry – what we call Inside Baseball!!!

When was the last time you met a would be Homebuyer who started their Internet Search Online with the general term '**Real Estate?**' Fact is Consumers have embraced Internet Search with over 95%+ - a near Search Saturation. Would be Buyers start their Search Online with localized Market Terms such as "Nashville Homes for Sale," or "Raleigh NC Real Estate," or "Charleston Foreclosures."

This is common sense – if you are looking for Inkjet Cartridges for you HP Printer you will not start your search by typing 'Ink Cartridges' and then drill down (*Silly right!?*) – you will likely type the specific Cartridge you are seeking as in 'HP 74XL ink Black,' and then comparison shop for price and convenience.

Such a simple observation is missed by a large number of Real Estate Professionals – their Ego dictates that they appear as Real Estate Experts in every market in the Nation; ignoring the fundamental drive for Homebuyers who start their Internet Search with Location and Price. Visit your colleagues websites and read their Bio - you will be stunned; are you making the same mistake?

So why not become the expert in your Niche Market and offer the best insights you can gather locally and place them in your website and your blogs with a vision to serve Buyers in their Search Shopping Experience – this expertise will make you a better Listing Agent in your Niche Market; after-all in Real Estate "[The Professional](#)" is really a Matchmaker – Buyers and Sellers dictate the market!!!

[Some Agents think they are the Market Makers – an insight that is not only flawed; some would call it naive!]

What should you offer them? you ask: Everything: Localized MLS Search that allows them to create accounts and Comparison Shop; Pages on School Information, Tax and Government Information, Jobs and Local Offerings, Parks, Retail facilities, Churches and places of Worship, Weekly and monthly updates on market changes, communities with local events, Arts and Culture, Links for related communities and nearby towns... Everything that makes the Homebuyer feel that they are searching for a community not a single house. Remember: You are the Local Niche Market Expert – you know everything that is happening and you follow your market daily!!! [Well: at least your customers think that you should!]

The enclosed article to be published by Broker Agent Social - Look for it.

Real Estate Internet Marketing Trainings

The Real Estate Marketing Trainings enclosed help the Real Estate Professional take Charge of his or her Internet presence and put them on a path to capturing the top niche ranking with Search Engines - namely Google. Learn the proper way to market Real Estate on the Internet. These are the core Real Estate Web Training Sessions at the heart of empowering Real Estate Professionals to compete online. ([PDF Link.](#))



[Real Estate Internet Strategy Training](#)

Building your Real Estate Office online is not a separate endeavor from your physical business office; in fact your Internet presence is your business! So how do you go about attracting Google and Clients to you? right I said Google... with 75%+ of all Internet Searches starting on Google you cannot effort to be invisible. How do you build an integrated Web Strategy that serves your Sellers and Buyers and is driven organically by Internet Search?



[Real Estate Blogging Strategy Training](#)

Are you driving Traffic to your website and creating the best exposure for your Listings? How about your Buyers - Are you the Community Expert? How do I use the right Blogging Techniques to help me become Internet Visible? this is the essence of Internet Marketing and Blogging Results. Learn what Google and Search Engines are looking for in Blogs in order to Index them... in fact if you Blog once a week the right way you will be on Page 1 of Google - enough said?



[Real Estate Database Strategy Training](#)

How to stay in touch with Clients and Convert Sales!!! Outlook, eMail, Contact & Database Management... (The Necessary Real Estate Habits!) The training is designed to help Real Estate Professionals devise the right strategy and help them use the right tools and habits to stay in touch with their customers. Let's agree that tools are as good as the user's knowledge but more importantly their diligence, consistency, and repeated assiduous approach...



[Real Estate Web Advanced Strategy Training](#)

Google Visibility is about proper links... You have heard that content is king; so how do you go about adding it so Search Engines can find you? This One-Day Workshop was designed for Realtors who have the proper Website and understand that working on your website is part of your business routine... "But I have content that comes with my website?" you say... and so does everyone else... Generic content leads nowhere; those who optimize it the right way will become visible...

Upcoming Trainings:

07/13/2009: [Franklin NC Real Estate Internet Marketing Strategy Training July 13th 2009](#)

07/14/2009: [Middle Tennessee Real Estate Web Strategy Training July 14th 2009](#)

07/16/2009: [Eastern Tennessee Real Estate Web Strategy Training July 16th 2009](#)

07/23/2009: [Topsail Real Estate Database Strategy Training July 23rd, 2009](#)

Testimonials from Previous Trainings:



"Dear Key, I wanted to let you know that your training has impacted my business's GOOGLE visibility tremendously. I attended two of your trainings and APPLIED everything you taught with the result that I am now dominating my local area on Google searches... I'm actually taking the first TWO pages.. I have spent the last 2 years in total frustration at HOW TO DO this, and when you came to Franklin, you brought "THE LIGHT with you! Thanks Key for sharing this knowledge, I look forward to more "skull sessions" in the near future.. If you have students "IN DOUBT", have them Google: john becker bald head, or Franklin nc real estate .. let the magic begin! Key, I also wanted to thank you for making this training AFFORDABLE to ANYONE who wants to learn this aspect of web marketing. I've seen so many other "web trainers" who charge astronomical fees with less than satisfactory results." - **John Becker / Bald Head - Franklin NC.** *Attended Real Estate Web and Blogging Strategy Trainings.*



Web Link: [Extreme Niche Marketing in Real Estate is about the Needs of HomeBuyers](#)

Real Estate Internet Marketing, Real Estate Web Exposure, Real Estate Search Engine Visibility, Real Estate Internet Trainings, Real Estate Google Marketing, Real Estate Web Trainer, Real Estate Blogs.



Key Yessaad – Real Estate Trainer & Internet Strategist.

To train, inspire, and coach Real Estate Professionals succeed is my passion. I specialize in training Realtors to compete online. My Trainings and Internet Strategies intersect in my seminars with powerful ideas and Plans of Actions that produce results. Google or call me **(910) 538-6610** and let's discuss how I can help your Agents climb the Google Tree of Success. I can tailor my [Real Estate Seminars](#) to the level of sophistication of your agents

and I promise they will leave inspired and will produce results!!! Read some of the [Realtors Testimonials](#). Follow me on [FaceBook](#) or [Twitter](#).