

Creativity

Using creativity to enhance
your real estate marketing

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You are Creative

Though you might think or say you aren't... the opposite is true! You are Creative!

Often, we are encouraged in our business world to find a path towards success that is similar to the path that others have taken. This can result in an attempt to be like others... do what others are doing... stay within the boundaries. Because we are all different, we can approach our real estate business differently and listen to the voices that might say... "Why can't I do it ... this way... or my way?"

As a result of taking this class the broker shall:

- Discover what it means to be creative
- Identify what gets in the way of being creative
- Understand we are unique and therefore creative
- Identify creativity real estate
- Use creativity when communicating with clients
- See advantages to challenging the status quo



Curriculum

Time	Topic
30 min	Creativity In Life
30 min	Creative Blocks
30 min	You are unique and creative
30 min	Creativity in Real Estate
30 min	Creatively Communicating
30 min	Challenging the Status Quo



Creativity in Life

There is no real formula for creativity. It is living life and working without a formula. We have a tendency to live in a box. Ergo, the cliché, “Think outside of the box!”

Being creative means:

- Doing something that is not expected.
- Turning something upside down or sideways.
- Trying something new.
- Being more you and genuine.

In business, we have a tendency to follow the accepted patterns. In real estate that might mean everything from the same business card and flyer as has been used for decades to using descriptive words that are typical.

Everyone has a creative streak. We have a tendency to hide it and not allow it to surface.

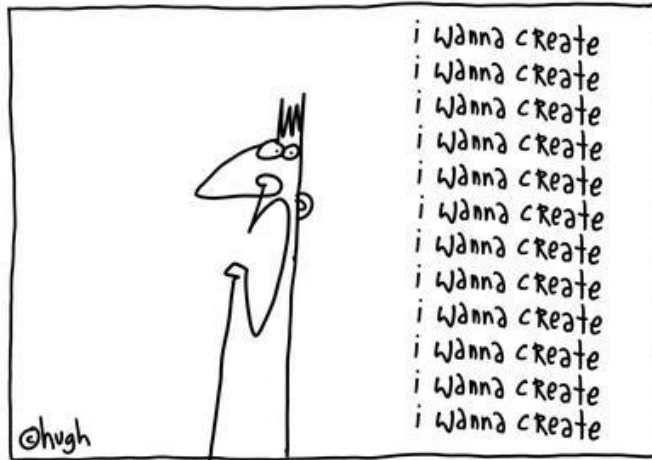
Discuss how being creative can help: Sell listings, Inform buyers, and Build your Business.

Exercise: Using this piece of paper, fold it the best you can to get it to fly across the room fast and straight.

Questions: What is the most creative marketing technique you have seen by a real estate agent or company?

Who is the most creative person you know in real estate? Why?

Hugh McLeod ...
cartoons on a
business card.
His book
"Ignore Everybody"
is creative.



It is time to let that creative streak surface. Hugh McLeod just created cartoons on business cards.. Now he is world famous.



Creative Blocks

We all have our creative blocks.

Something is always getting in the way of breaking out of the box!

We all have blocks that stop us from stepping outside the box. They can include:

- Fear

- Perceived Expectations

- False Belief that you are not creative

Discuss each of these blocks and then what is getting in the way of the brokers.



Discuss fears that get in the way

Fear of Failure

Fear of Looking Foolish

Fear of Making Mistakes



We have this idea that we “should” do business like the other real estate brokers.

Are Successful brokers doing it like everyone else?

The perception is that to be successful

You have to be “professional”

You have to be like everyone else.

You have to be what the consumers expect.



YOU ARE CREATIVE!

“Why can’t I be different and still be successful?”

Maybe you are used to coloring inside the lines.

You were not born to be a copy.

Companies don’t reward copy cats.

Successful people did it **THEIR OWN WAY!**



**You are
Unique**

**Therefore
Creative**

Real estate success is all about relationships.

You have hundreds of “fans” that love you just the way you are.

Let yourself shine!

People choose to work with you in real estate for a number of reasons. It is not exclusively because of the brand name on your card, the car you are driving or the listing presentation. Just to let you know... There is NO shortage of real estate brokers! Why do people work with you? What about you sets you apart from the other tens of thousands of brokers?

Exercise: Make a list of 5 words that people use to describe you. Are those words on your resume and your bio on website?

Make a list of 5 interests you have that others might share. When you share them, everyone in the room that also shares that interest

raise your hand. For example: Golf is a hobby... how many also play golf.

Questions: Do you believe that your “fans” love you?

**Who
Are
You?**

5 words people use to describe you.

5 interests you have that others share

Exercise: Make a list of 5 words that people use to describe you. Are those words on your resume and your bio on website?

Make a list of 5 interests you have that others might share. When you share them, everyone in the room that also shares that interest

raise your hand. For example: Golf is a hobby... how many also play golf. Now you know how to connect with your clients and prospects. Find out their 5 and ask questions.

"Today you are You, that is truer
than true. There is no one alive
who is Yover than You."

~Dr. Seuss



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Creativity in Real Estate

What can you do to bring out some creativity in your real estate business?

Focus on stories!

Try something new to market your business. Focus on how you can better communicate with your sphere. Instagram, for example. Photos tell a story.

Send out regular emails that are personal... Tell a funny story every month about what happened in RE one day, for example.

Think of a way to brand yourself without spending money... use your dog in marketing, for example.

Use video to promote your listings but without being boring. Create a story or mystery, for example.

Show examples of how real estate agents use creativity in their business.

Discuss how being creative can help

- Sell listings

- Inform buyers

- Build your business

Questions: What is a creative idea that you might have?

- What idea starts to spark your interest?



Examples of Creative Marketing

We will look at examples that have been used across the country.

Look at videos, flyers, business cards, etc.

This will change as time goes on. There are listing videos that use a mystery theme “Steak out in MA.” There are videos that use a dog touring the house, “local agent has video.” There are videos of testimonials from happy clients online.

Real estate agents have created business cards of all shapes and sizes. A card with inspiration on one side. Another card that is square.

A theme or branding that can include.. The guy with the mustache to the agent that always wears hats.

Creative open house themes. Football themes can be fun on a Sunday in the winter.

CREATIVE *People*
do not see things
MERELY FOR WHAT THEY **are;**
they SEE THEM FOR WHAT
they **can** **be.**
- JULIE ISRAEL



Creatively Communicating

Communicate WITH and not AT your “fans.”

Find a common interest or just a way to create a smile.

Avoid expensive branding or give-a ways.

We forget sometimes in real estate that building relationships is more about the OTHER person than about any marketing program.

What do you know about your family, friends, clients and prospects? How can you be more creative when you connect with them that goes beyond calling and asking if they want to buy or sell property or if they have a referral for you?

You could randomly send something from dollar store to make them smile?

You could get a onesie for a newborn when you find out a client will be a grandparent.

You could invite them to Natalie’s walking tour of Downtown Seattle.

Exercise: Make a list of 10 of your “fans” and write one thing you know about them.

Questions: What have you done ... or what could you do to connect using the information you know about them.



Challenging the Status Quo

By setting yourself apart from the crowd of other real estate brokers, you become more interesting and create more engagement.

Doing something different, creative, interesting... can help with your real estate business

Discuss how being more creative, it can help you

- Sell your listings

- Inform your buyers

- Build your business



Make a list of Creative Ideas

- Plan Open houses for odd times 11:03-2:03
- Create them or brand
- Send random gifts with theme
- Make videos
- Write Haiku for each listing
- Add one interest for each client on database
- Dozen questions about the house
- Photo of apples in every listing you take
- Collect real estate cartoons
- Watch Creative listing Video Playlist on clockhours YouTube Channel.
- Design a new flyer or business card

Doing something different, creative, interesting... can help with your real estate business

Discuss how being more creative, it can help you

Sell your listings

Inform your buyers

Build your business

Learn
Laugh &
Be Inspired

*"Natalie's classes are memorable
and
full of ideas that we can use,
today!"*

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