

Partnering with Realtors

Step 1: Understand the Philosophy

Partnering with Realtors is all about building genuine relationships. Remember, you're dealing with real people amidst the constant marketing noise. To stand out, focus on authenticity rather than just pushing sales pitches and interest rates.

Step 2: Consistent Communication

Reach out to real estate agents regularly through various channels. Be valuable by offering solutions to help them sell houses and secure financing for their clients.

Show generosity with your knowledge and time to earn their trust and loyalty.



Step 3: Personalized Emails

Send personalized emails with valuable resources that realtors can share with their clients. Focus on relevant content like success stories, market insights, or new loan products. Educate and inform agents to make their job easier.

Step 4: Engage on Social Media



Interact with realtors on social media by commenting, liking, and sharing their content.

Provide them with market information and lending solutions they can use for their own posts.

Build your own social media presence to expand your network.

Step 5: Attend Open Houses

Show up at open houses to introduce yourself to Realtors face to face. Focus on building rapport and understanding how you can specifically help them.

Offer to sit at open houses to strengthen relationships and generate new business opportunities.



Step 6: Co-Branded Marketing

Partnering with realtors on collaborative marketing materials to make them look good effortlessly. Utilize co-branded tools and marketing materials to ease the process for both agents and clients. Offer informational resources and listing flyers to enhance their marketing efforts.

Step 7: Personal Visits and Video Collaboration



Drop in to say hello to your realtor partners to build relationships. Use content marketing and livestreaming to collaborate with real estate agents and reach new audiences.

Co-host events to generate referrals and support each other's businesses.

Start a podcast or interview video series to showcase knowledge on specific topics.