



May 2022

Seasonal Marketing for the Real Estate Industry

Seasonal marketing involves generating excitement around special holidays and changing seasons, and the real estate industry has mastered this concept. Many industries experience peak seasons and adjust their marketing spend accordingly, and real estate is no exception. Not surprisingly, Spring and Summer are the most active seasons in the real estate market—the longer days and warmer temperatures provide ideal conditions for showing and viewing homes. Although realtors understand the importance of marketing year-round, many are still prepared to amplify their marketing efforts when activity is high. That means most real estate firms are amping up their marketing efforts now.

The real estate industry is expanding its communication channels to drive property sales, rentals, and development. There is ample proof that print—specifically digital print—still plays a significant role in today's media mix. The benefits of digital printing (e.g., short-run, high-quality, personalization, fast turnaround, just-in-time, sustainable, efficiency) deliver what's needed for today's dynamic real estate market.

Serving Realtors' Needs

When approaching new opportunities, it's important to understand how your products and services can help prospects reach their goals.

Three of the top goals that realtors focus on include:

- Getting referrals from existing customers
- Acquiring customers
- Creating ongoing awareness

Buyers, sellers, and even renters have many options in selecting agents and brokers. Print plays a vital role in helping real estate providers develop relationships, promote properties, and educate customers. In addition, postcards and brochures emphasize agents' or brokers' key messages, strengths, and value proposition.

A 365-Day Opportunity

The real estate market is dynamic, lively, and intensely competitive. As a result, agents and brokers must keep in touch with prospects and former clients year-round to continue to gain referrals.

Personalized greeting cards for birthdays or holidays can remind the seller or buyer that their loyalty is appreciated. Sending cards can also help build brand awareness. Thanks to digital printing, these cards can be personalized with images that are relevant to the recipient

Thank you cards are essential for customer acquisition. For example, it's important to thank people who took the time to tour a home during an open house. A thank you note that includes a photo of the house and the real estate agent's name will remind the visitor of their experience. This extra touchpoint can help visitors recall what they liked about the property.

Several types of printed communications can be used to get referrals, acquire new customers, and increase awareness. These include:

- Newsletters
- Postcards
- Thank You Cards
- Birthday Cards
- Holiday Cards
- Seasonal Cards
- Home Anniversary Cards
- Brochures
- Business Cards
- Calendars
- Direct Mail
- Door Hangers
- Folders
- Flyers

High Traffic, High Reward

At this point, you might be wondering—what's different about seasonal marketing for the specific print needs of the real estate market? It's all about the volume of activity. After a dormant winter season, Spring and Summer business will pick up for real estate agents. As a print service provider, you'll want to capture the volumes of print-related products that agents and brokers need to support their Spring and Summer activities.

Here's a simple analogy: Suppose you've been told that you can collect a dollar from every driver that passes you on the highway for an hour. Would you choose to collect that money at two in the morning when there is minimal traffic or during rush hour? Seasonal marketing can leverage high-traffic times of the year.

Another important aspect of seasonal marketing is that it focuses directly on driving sales, whereas marketing year-round often focuses on brand awareness. For the Spring and Summer months, realtors must create urgency and keep their audience informed with accurate, up-to-date information. Swift changes to the documents that support this industry are a perfect match for digital printing.

The Bottom Line

Brokers and realtors have a keen sense of what to focus on during the four seasons. Print service providers have an opportunity to align their offers to these seasons. Homes sell faster in the Spring, so PSPs should be focusing on shorter print run lengths. When inventory is typically at its highest in the Summer, printed communications can help a property stand out from similar offerings. In both cases, the speed of business is critical. Printed marketing pieces will have a longer shelf life during the slower Fall season, so these communications must be interactive and engaging. During winter, PSPs can help real estate agents prepare for the upcoming Spring uptick with promotional items like holiday cards and calendars.

Growing your business in the real estate market means aligning your offerings with seasonal trends. By providing visuals or samples of complementary

applications, you might spark a few new ideas. Offering packaged products with pre-set and a specific number of printed products can remove the guesswork for the realtor while also eliminating the dreaded price-per-piece conversation.

Finally, make it easy for customers and prospects to do business with you and your entire team. Seek ideas to streamline ordering and be sure to identify and repair any communication gaps from order to delivery. A solid business process can be your best competitive tool!

Featured Author:



Karen Kimerer – Keypoint Intelligence

For some, working in the print industry doesn't sound very interesting. But, for Karen, it is a devotion she's been chasing for years. Her work centers on sales effectiveness. As an Associate Consultant with Keypoint Intelligence she coaches organizations of all sizes in the industry to get the most from their sales and marketing efforts. During her career Karen held a position on the Regional Board of Directors for Printing Industries of America and received accreditation by the American Management Association. She is formally trained in several sales disciplines, and proficient in Lean Six Sigma.