

zenu

FOR REAL ESTATE AGENTS

· ZENU EBOOK

The Ultimate Guide to **Lead** Generation.

A practical playbook for real estate agents who want to modernise sales and marketing, build trust with homeowners, and turn open homes into a steady pipeline of appraisals.

FOR AGENTS

2026

INTRODUCTION

Position yourself as the guide your clients are looking for.

"Customers are drawn to brands that position themselves as guides, helping them overcome their challenges and achieve their goals."

In today's dynamic real estate landscape, success hinges on the ability to adapt and innovate. To thrive in this competitive market, it's essential to streamline your sales and marketing approach, ensuring every action propels you towards your goals.

In this ebook, we'll explore proven strategies to modernise your real estate sales and marketing efforts, empowering you to achieve greater success in your business.

CHAPTER ONE

Improving sales with modern workflows.

In the ever-evolving world of real estate sales, embracing productivity-enhancing practices is paramount. When engaging with potential vendors, prioritise three key factors:

01**Avoid Non-Productive Activities**

Cut the busywork that doesn't convert.

02**Effective Prospecting Strategies**

Build accurate data and personalised outreach.

03**Relevant Communication**

Earn trust with homeowner-specific content.

01

SECTION ONE

Avoid non-productive activities.

Gone are the days of ineffective methods like generic letter box drops. Time is precious, so invest it wisely in activities that drive meaningful engagement and conversions. Every minute spent on a non-productive activity is a minute lost that could have been used to secure a sale or build a valuable relationship.

WHAT NOT TO SPEND YOUR TIME ON

Over-Reliance on Traditional Advertising



While traditional advertising has its place, relying solely on it can be a mistake. Diversify your marketing efforts and explore digital channels, where you can better target your audience and track your results.

Spamming Social Media & Emails



Bombarding your followers with irrelevant or excessive content will likely lead to disengagement and unsubscribes. Instead, craft meaningful and targeted content that resonates with your audience.

Cold Calling Without Research



Blindly making cold calls without proper research is a waste of time. Invest time in researching your leads beforehand to ensure you're targeting the right people with the right message.

Generic Letter Box Drops



Sending out generic, mass-produced flyers to every household might seem like a good idea, but the return on investment is often minimal. Focus on targeted marketing that reaches the right audience.

02

SECTION TWO

Effective prospecting strategies.

01 Collect more data

Whenever possible, collect addresses from attendees at your inspections or any other relevant events. Building your database of addresses ensures you have accurate and up-to-date information about potential clients.

02 Craft personalised reports

Utilise tools like Cotality or Pricefinder to create personalised reports tailored to each homeowner. These reports deepen connections and lay the groundwork for genuine relationships.

03 Implement targeted SMS

Engage residents in the vicinity of recently listed or sold properties through targeted SMS campaigns. This ensures your efforts are laser-focused and yield maximum impact.

95%

On average, over 95% of SMS messages are opened and read within the first 3 minutes of delivery, the highest open rates of any marketing channel.

SOURCE: SMS LOCAL

03

SECTION THREE

Relevant communication with homeowners.

In a world inundated with generic content, relevance is everything.

WHY IT MATTERS

Establish trust

Personalised communication demonstrates that you understand the homeowner's individual needs and are committed to addressing them. This helps to build trust and credibility, making homeowners more likely to engage with you.

Strengthen relationships

By providing updates and insights relevant to their property and neighbourhood, you establish yourself as a trusted resource. This strengthens client relationships, increasing the likelihood of future business and referrals.

HOW TO IMPLEMENT

Client segmentation

Divide your homeowner contacts into specific segments based on factors such as location, property type, and stage of homeownership.

Customised content

Craft content that is specifically tailored to each segment's interests, like local property trends, community events, or home improvement tips.

Utilise technology

Leverage tools such as CRM software to automate and personalise your communication, sending targeted messages efficiently and consistently.

CHAPTER TWO

Putting the strategies to work.

Put it all together and a strategy unfolds at the open home. By offering valuable insights, such as a comprehensive property report generated from Cotality or Pricefinder, you can entice owners to share their property details, which you will add into your CRM.

This report, packed with all they need to know about their area, serves as a compelling invitation. As you gather owner details, begin setting up quarterly reports tailored to each homeowner, keeping them informed and engaged.

Over time, this consistent provision of valuable information positions you as their trusted advisor. When the time comes for them to consider selling, they'll naturally turn to you for guidance and may even enquire about an appraisal, recognising the unique value you've consistently provided, setting you apart from other agents.

This process offers high returns with minimal effort, especially since you're already conducting open homes. You can easily leverage this strategy to maximise results and avoid painful tasks like door-knocking or letterbox drops.



High return, low effort. Turn every open home into the start of a long-term advisory relationship.

SIMPLE OVERVIEW

Four steps, on repeat.

01

Obtain owner information

Offer valuable insights using a comprehensive property report from Cotality or Pricefinder to entice owners to share their property details. It's easiest to get these details at an inspection.

02

Start reporting

Set up quarterly reports tailored to each homeowner, keeping them informed and engaged.

03

Become the local guide

Consistently provide valuable information to position yourself as their trusted advisor. For example, market updates and just listed or sold text messages.

04

Enjoy the benefits

When they consider selling, they'll naturally turn to you for guidance and may even inquire about an appraisal, recognising the unique value you've consistently provided.

SCRIPT ONE

Inspection conversation.

SPOKEN SCRIPT

Hi [Attendee Name],

Are you currently renting or owning? The reason I ask is because we send personalised market reports to homeowners and potential sellers every quarter.

If you would like us to keep you up to date on your suburb and provide current market insights, such as rental yields and recently sold properties, let me know.

All I will need is your current property address and email so I can start sending these to you.

If you would also like to provide your mobile, I'll notify you as soon as something is listed or sold directly in your street.

Looking forward to keeping you informed.

SCRIPT TWO

Example email.

● NEW EMAIL

DRAFT

Subject **Neighbourhood Update: Recent Property Sale**

Hey **[Homeowner's Name]**,

Hope this email finds you well! I've got some exciting news to share: **[Property Address]** has just sold.

I thought you'd like to know about the latest listings around you. If you're curious about the details or how this sale might affect your property valuation, feel free to reach out.

I'm here to fill you in on everything you need to know.

Talk soon,

[Your Name]

[Your Contact Information]

[Your Real Estate Agency]

SCRIPT THREE

Example text messages.

• SMS, JUST SOLD

Hey [Homeowner's Name]!

Just wanted to give you a heads up,
[Property Address] has just sold!
Thought you might find it interesting.
Let me know if you want to chat about
it!

Take care,
[Your Name]

• SMS, JUST LISTED

Hey [Homeowner's Name]!

Just wanted to give you a heads up,
[Property Address] has just come on
market! If you'd like to stay updated on
the property's sale progress, just give
me a shout.

Take care,
[Your Name]

GET IN TOUCH

Wanting to take your prospecting further?

If you need help with how to make the most of your CRM, whether it's prospecting new or existing leads, reach out to Zenu for a free consultation today.

[Book a free consultation →](#)[Visit zenu.com.au](https://zenu.com.au)

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FOR

Real estate agents



THANK YOU FOR READING

Better systems. Better conversations. More appraisals.

Zenu helps real estate agents modernise their sales and marketing,
with the strategy, tooling and execution to make it stick.

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