

Real Estate Web Marketing Strategies

Welcome Land owners & Brokers!

Eighty percent of land buyers in North America will use the Internet to find their next property. Winning online requires overcoming the competition, engaging prospective buyers and ultimately compelling them to act. The process is complex, shortcuts quickly become minefields.

It is impossible to succeed without a plan.

In difficult economic times it is harder to sell almost everything. Those that win get better at selling. In a troubled economy, individual investors see buying land as a "flight to safety". These buyers are looking for prime recreational real estate. They are land savvy. Most have some real estate investment history. They are looking for good deals.

Lenders tend to get "land rich" when over-leveraged developers default on their loans. When lenders auction or otherwise "unload" land it usually creates outstanding buying opportunities.

This is happening now.

Some see the crisis as an opportunity to grow their business and take advantage of the failure of their competitors. No matter where you fit in the spectrum, to win you must understand your marketplace, have the right web marketing strategy and the resources to get the job done.

Success begins with research that leads to a well planned marketing strategy. When you consider that more than 80% of buyers will find the land they ultimately purchase by using the Internet ... it is vitally important to get that part of it right.

Get in touch today.

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