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Data Axle™ Genie for Real Estate Agents

Marketing Tips to Increase Your Sales



One Tool for All Your Prospecting and Marketing Needs

As a real estate agent, your business relies as much on building personal relationships as it does on professional ability. You need a tool that will not only help you find prospective clients, but allows you to learn as much as possible about them before you even meet—giving you a better chance of forging a solid relationship from the very start.

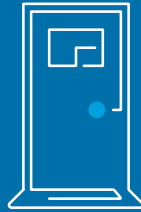
Whether you are helping a young couple find their first home or filling the suites of a large commercial property, Data Axle Genie can provide you with the information you need to build trust with your clients. Plus, it has all the tools you need to succeed.

Read on to discover some of the ways Data Axle Genie can help you grow your business.



Have a Unique Story to Share?

We'd love to hear how you use Data Axle Genie to grow your real estate business. Give us a call at **888.999.1307** or contact your dedicated account rep.



Tips for Residential Real Estate Agents



Want to List and Sell More Homes?

The following are just a few examples of how you can put Data Axle Genie to work finding new buyers and sellers.

Promoting Homebuyers Seminars & Special Events

When sending invitations to your seminars or special events, don't leave the demographic makeup of the participants to chance. Zero in on qualified households from the start and increase your likelihood for success.

You can use Data Axle Genie to sort your community by homeownership status, age range, marital status, estimated household income level, presence of children, and length at current residence as well as a number of other metrics that you may find useful for your specific event.

Specializing as a Seller's Representative

If your agency is primarily focused on representing sellers, then new listings are the name of the game.

Use Data Axle Genie's map-based search to identify specific neighborhoods and access homeowners' contact information—including address and phone number. Once you've selected your neighborhood, you can increase your likelihood of finding new listings by selecting households based on length of residence, owner's age range, presence of children, and more.

Telling Neighbors About a New Listing

You've just listed a beautiful home in a great neighborhood and you want to get the word out. Data Axle Genie lets you become the neighborhood "real estate specialist" with just a few clicks.

Use the "Neighbors" search to retrieve contact information for households in the area. Now you can phone neighbors to let them know how to contact you for private showings. Or you can use the online Direct Mail Campaign Builder to quickly design, print, and send a postcard with all the details.

And when that listing sells, you've got the contact information to tell everyone about your success and share any additional listings in the neighborhood.

Finding Expired Listings

Data Axle Genie's "Find a Person" search will give you that contact information in a matter of seconds. But what if the homeowner has already moved? That's where the New Movers database comes in; use it to find the homeowner at his or her new address and be the first to offer your services.

Promoting a Listing With Unique Qualities

Data Axle Genie's extensive data on consumer buying habits and attributes lets you maximize marketing efficiency by zeroing in on the prospects most likely to be interested in your properties.

Have a listing on a golf course? Use Data Axle Genie's lifestyle metric to identify potential buyers who are likely to be interested in golf. Is your listing on a lake? You can limit your search to boat owners.

The possibilities go on and on.

Specializing as a Buyer's Representative

Interest rates have been at record lows for several years. And as a real estate agent, you are acutely aware that if a person is renting they are not allowing their money to work for them.

You can use Data Axle Genie to identify renters in a community with just a couple of clicks. Then, use the integrated Email Campaign Builder to send an email to the renters in your community introducing yourself as the buyer's representative in the area. The more times they see your name, the more likely they are to contact you when they are ready to buy—increasing your opportunity for more closings.

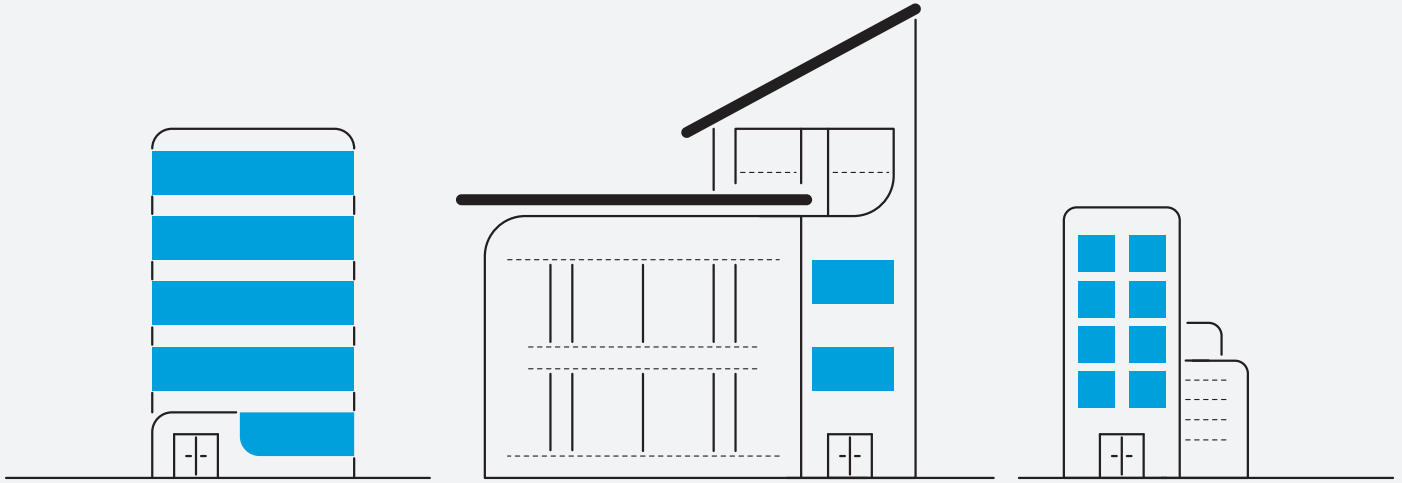
Reaching People Moving Into Your Community

Is there a major employer that brings new people to your city? Why not be the first to reach out to this group so you can represent them when they are ready to buy. For a buyer's agent, this is a ready-made list of likely buyers—and it only takes a few clicks of your mouse.

Data Axle Genie's New Movers database has a metric identifying the number of miles a person has moved; use it to identify those who have moved from out of town. Then narrow your search down to current renters who moved 8–10 months ago into professional income-level neighborhoods. And now, you have a group of people who are most likely looking to put down permanent roots in the community.



Tips for Commercial Real Estate Agents



Grow Your Commercial Real Estate Business

Data Axle Genie's business databases can provide you with all the details you need to identify and research the best prospects for your properties.

Business Brokers

As a business broker, you know just how hard it can be to find buyers for businesses that are up for sale. Data Axle Genie has the data you need to identify targeted leads for these types of sales.

Take advantage of the U.S. Business database to sort businesses based on Standardized Industrial Classification (SIC) Code, sales volume, employee size, and even square footage of office space. Once you find the right buyer, all that's left is to negotiate the terms and close the sale.

Property Managers

Have a property with vacant space needing to be filled? Use Data Axle Genie to identify the businesses best suited to locate (or relocate) to your site.

- Does your space offer superior services or amenities (i.e., enhanced security, better street traffic, better parking, etc.)? Search for businesses located in less desirable locations or use the New Businesses database to identify recently opened businesses that may need better street traffic, larger space, etc.
- Is your location perfect for specific retail businesses? If it's ideal for a coffeehouse, get contact info for all the coffee shops in your area. Would it be well suited for a women's clothing store? Find all the local boutiques.
- Is your rent reasonably priced? Find businesses at more expensive properties and show them how you can help their bottom line.
- Have plenty of room to offer? Identify businesses based on their current square footage and offer them an opportunity to expand—or downsize—based on their needs. The database also includes home-based businesses, and you may have the perfect space for them to "move out of the house."



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Regardless of how your real estate business is structured, Data Axle Genie can help you find new buyers and sellers, build lasting relationships, and ultimately grow your business.

To learn more or request a free demonstration, please contact one of our marketing experts today at **888.999.1307**.