



## 15 real estate newsletter mistakes – and how to avoid them

# 15 REAL ESTATE NEWSLETTER MISTAKES – AND HOW TO AVOID THEM

A good real estate newsletter is a crucial device in any agent's toolbox. It serves several vital functions:

- ☐ Gets your name and brand in front of prospects when you can't be there personally.
- ☐ Promotes "top of mind" awareness. When a consumer decides to call an agent, the one most likely to come to mind is the one they've been hearing from.
- ☐ Gives potential clients a reason to log onto your **Agent Profile** page on Property Finder, with your listings.
- ☐ Brand you as an expert on topics of importance to them.

A great newsletter can do even more for the agent. But first, let's look at some common mistakes agents make with newsletters that could cause them to backfire.



## 1. HIDING BEHIND YOUR REAL ESTATE NEWSLETTER

Yes, your newsletter is important. But you can't credit time spent on creating and distributing it as time spent prospecting. Your newsletter is not prospecting. Your newsletter is a tool to make prospecting more effective. Never sacrifice prospecting time to work on your newsletter.

## 2. LAZY CONTENT

Always look to add value for the reader in a way that is as specific as possible. For example, look for a very local news hook that another agent is unlikely to know about. It's fine to have very basic content in your real estate newsletter but try to put an original spin on it.

## 3. BLOCKED BY SPAM FILTERS

It's not enough to just send the newsletter to an email address. If you aren't careful, your newsletters could get blocked by spam filters, and you could wind up wasting a lot of effort. Spam filters are constantly changing, so your content needs to evolve with them in order to get through to the reader.



## 4. FAILURE TO INCLUDE AN UNSUBSCRIBE LINK

In order to avoid your email being blocked by spam filters, you must provide an unsubscribe link.

## 5. NO CALL TO ACTION

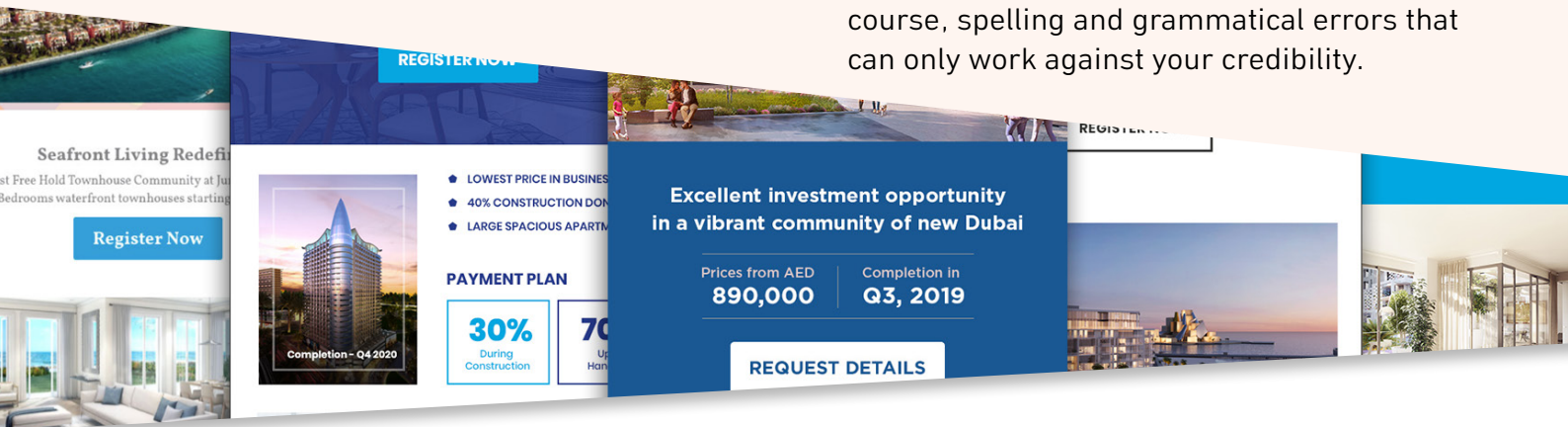
It doesn't have to be a hard sell, but your readers should have a definite reason to do what you want them to do, and an easy path to doing it. Whether it's calling you, emailing you, requesting more information, getting your recent **Price Finder** report, or logging onto your **Find Agent** page on Property Finder – give them clear, unambiguous instructions.

## 6. FAILURE TO SEGMENT YOUR MARKET

Not all your clients are going to want to read the same kind of content. A seasoned rental property investor is not going to be interested in content designed for a young family searching for a starter home. You want your messaging to be as relevant and focused as possible.

## 7. FAILURE TO TRIPLE CHECK

Common typos include newsletters that go out with random lorem ipsum text in them because the agent forgot to plug in the article content. Or the words "TEST" in the email header, "HEADLINE" in the headline box, dates leftover from the last issue, and, of course, spelling and grammatical errors that can only work against your credibility.



## 8. INSUFFICIENT WHITE SPACE

We've all seen newsletters that include information in every square centimetre of available space. But if you prioritise your message and eliminate needless distractions, you can allow for more white space that allows the core message to be much more powerful and easily grasped.

## 9. LINES THAT ARE TOO LONG

Most magazines arrange text in columns for a reason. So should you. Try to keep lines under 65 characters in length.

## 10. PARAGRAPHS THAT ARE TOO LONG

If a reader opens up your email and sees a wall of text, they will likely click on the next email right away. Make your paragraphs short and concise, use headers to make the newsletter scannable, and break it up with images.

## 11. INCONSISTENCY

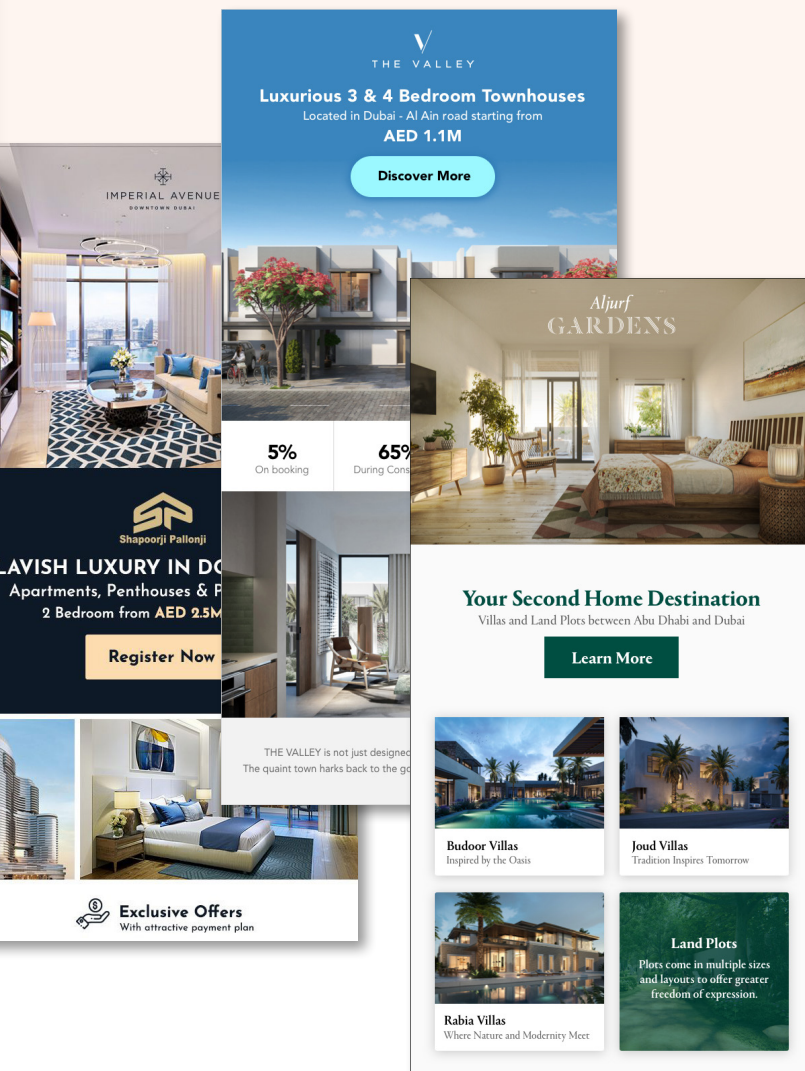
Try to send your newsletters on a consistent basis. Is it monthly? Send it at the same time every month. Weekly? Send it the same day every week. Daily? Why aren't you prospecting!

## 12. WEAK SUBJECT LINES

Think about every newsletter from the point of view of a busy reader. What does the reader want or need to know about? If your subject line is “Exciting News from Good Homes Real Estate Agency, Inc.,” chances are you’re on the wrong track. Instead, give them a reason they should want to open and read your newsletter.

## 13. USING CHEAP CLIP ART

If you’re going to use art, invest in some good, sophisticated-looking graphic elements. You can also find royalty-free art on websites [www.likefreedigitalphotos.net](http://www.likefreedigitalphotos.net) and <https://unsplash.com/>



## 14. FAILURE TO OUTSOURCE

Newsletters are an important part of your real estate practice. But it's not critical that you take care of every detail personally. You should be spending your time prospecting, making appointments, meeting people and showing properties. Delegate as much of your newsletter as you can to assistants or third-party newsletter vendors.

## 15. FAILURE TO PERSONALISE

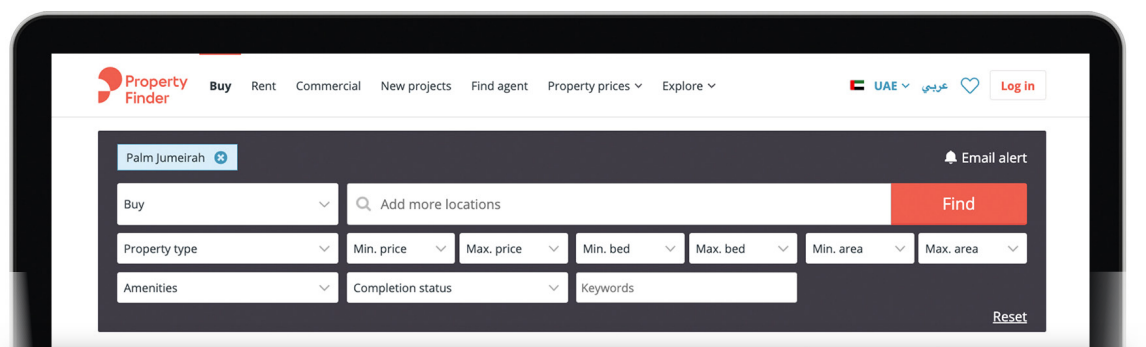
You will read that you should start your emails with “Dear <first name>.” Formulations like “Dear valued customer” will kill you. Your direct mail and email campaigns give you a chance to go above and beyond with personalisation.

For example, if you have an article with particular relevance to certain prospects, take a bit of time and handwrite a little note to accompany a hand-delivered newsletter. “Dear Tom and Natalie, Hope you are doing great! Been thinking about you folks. See page 2!” They’ll remember that personal touch – and they’ll remember you.

Remember that your real estate newsletter is just one weapon in your arsenal. Studies show that it can easily take 10 to 30 “touches” before you convert a prospect into a client. A monthly newsletter is one way to touch your prospects and get your name in front of them. But they are never a substitute for a serious personal conversation about their needs. Call them to follow up.



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