

DOWNLOADS



5 smart strategies to market yourself



Property
Finder

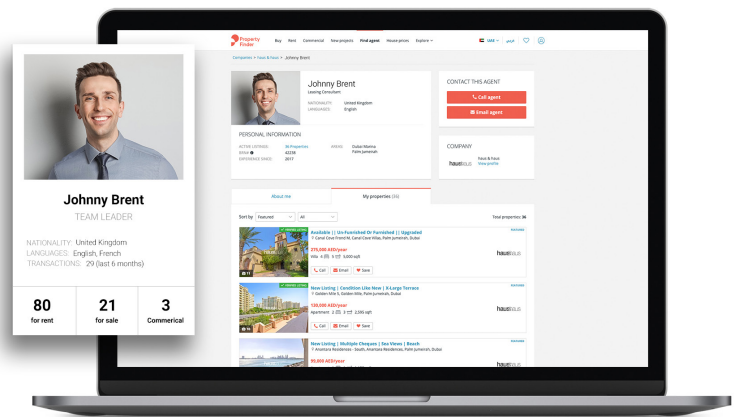
| HUB

5 smart strategies to market yourself

For real estate agents, the way you market yourself to potential buyers, sellers, renters and landlords can be the difference between a record-breaking year and a series of missed opportunities. Property Finder has created a suite of products for you to gain an edge over the competition and make a good first impression.

1. BE SEEN WHERE IT MATTERS

- ☐ Create your profile on Property Finder's **Find Agent** page, which is the only professional directory of verified and active real estate agents in the UAE, to stand out to customers. Add a profile picture, let client know which areas you specialise in, what languages you speak and display your RERA registration number. Add a description of your career summary to better introduce yourself to customers. A strong Find Agent profile serves to elevate your personal brand and showcase your point of difference to vendors and landlords.
- ☐ Only Verified Agents feature in this area of the site, instilling customers with confidence in you and the authenticity of your listings. As soon as you are RERA certified, we recommend verifying your agent profile and making your presence in the market known with Find Agent.
- ☐ Have your RERA number already?
Go to Manager to submit your verification documents.



*The **Find Agent** section is a brilliant help as it allows buyers the opportunity to see the individual agent, understand their experience and see the number of listings they have. This has also been a great help for me achieving more sellers in my area.*

**Jade Morris, Dubai Hills Estate Specialist
Dacha Real Estate**



2. BE AN EXPERT IN YOUR TARGETED AREA

- To be a top agent, your marketing must be reflective of your knowledge of your targeted markets. This will enable you to effectively appeal to and reach the audience you are seeking.

House hunters don't always know who the best agent is to speak to when searching for their next home, particularly when interested in a specific area. That's where Property Finder's Community Expert comes in. Attract potential clients quicker by making your expertise within a community known. The '**Community Expert**' banner gives you more visibility and quality leads, as the customer is seeking the market knowledge you can provide. Your banner also helps to separate your listings from your competitors.

Your Agent Profile will appear at the top of the Find

- Agent page when property seekers browse for properties in your area. Customers searching for Building Reviews in your area will also see your Agent Profile, as will those scrolling through our Community Guides, enhancing your visibility further.

Community Expert is a powerful tool to market yourself,

- gain more credibility as a specialist in your area and attract more qualified leads. **Find out more here**



I highly recommend the Community Expert banner as it not only increased awareness and visibility of my agent profile online for buyers and sellers, it gave me a 20% increase on the lead activity generated for the community I have listings in.

**Ahmad Badreddine, Senior Investment Advisor
PROVIDENT**

3. ENHANCE YOUR CREDIBILITY BY HAVING AN AWARD TO YOUR NAME

Here's your chance to outshine the competition. Participate in our monthly **Outstanding Agent** competition for a chance to become the best agent in Dubai, Abu Dhabi and the Northern Emirates.

If you win, you are guaranteed immense exposure: be featured on our social media and the Property Finder blog, which reaches an audience of hundreds of thousands of followers.



It's a great honour to win the Outstanding Agent Award not only for me but also for the Emirates Properties team because it's the result of our teamwork and dedication to give our best and close as many as deals as we can. It makes me happy to feel that our hard work has paid off and gives me the motivation to do better in the future. I would recommend all real estate agents to enter the Awards as they can benefit from great exposure in the market and motivates to work harder.

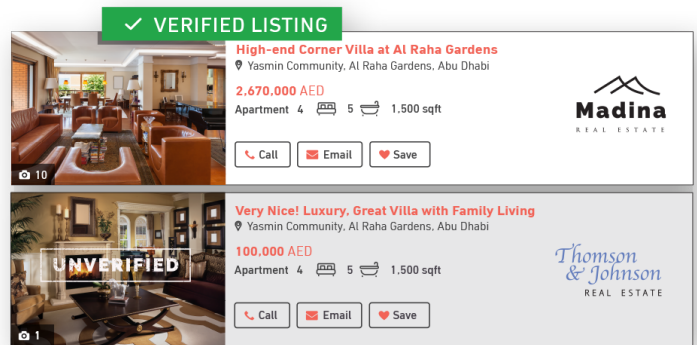
**Ilham ElMouhadi, Emirates Properties
Outstanding Agent Award winner**



FIND OUT HOW TO APPLY

4. VERIFY YOUR LISTINGS

- Verifying your listings is a fantastic tool to rank higher in search results, increase traffic to your listings and gain trust from potential customers. It's a free service that comes with your membership - use your membership to its full potential!



- **Verified Listings** have full authenticity documentation checked and approved by our dedicated Quality Control team. By verifying your listing, you are reassuring your customers that your listing is 100% genuine and available for sale or rent.

What we like most about advertising on Property Finder is that there are ample opportunities to make your listings stand out. For example, this year, we have put a lot of effort into verifying every property that is eligible to be verified, and we have noticed our leads double in this very short space of time

**Sam McCone, Managing Director,
McCone Properties**



5. SHOWCASE YOUR WINS

- Wear your badge with pride! Property Finder hosts the largest annual Real Estate Awards in the UAE. Winners get to display their Award badge on our site, building more credibility and exposure.
- It reassures prospective clients that you are an agent with a proven track record who can get the job done and close a great deal.
- The Property Finder Real Estate Awards are also an opportunity to connect with like-minded industry professionals and build your reputation.

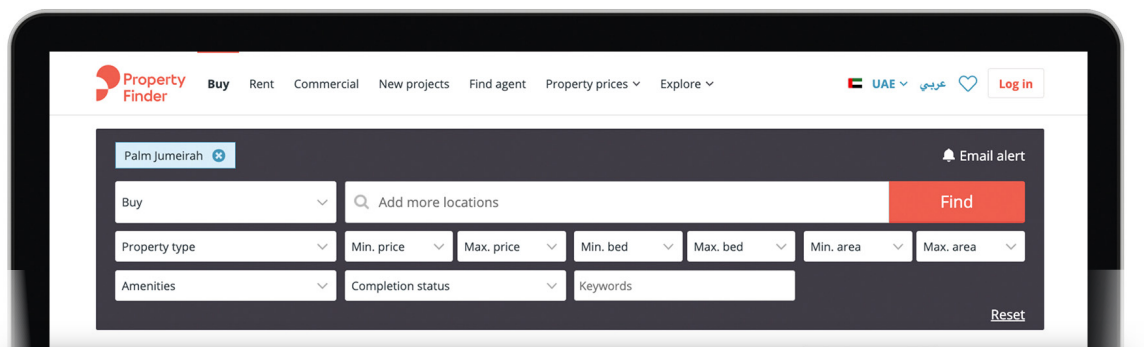


Property Finder does a great job in bringing the industry under one roof, with events like the end of year Property Finder Real Estate Awards ceremony which is always very well attended – these events allow for a productive collision of ideas which is in the interests of all market participants.

**John Lyons, Head of Sales & Leasing
ESPACE Real Estate**



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