

Why Blog?

If you are one of the few real estate professional who has an active blog site, that's great! I hope you find our Talon site has features and information that add even more value to what you are offering your clients. You already know that keeping your content fresh and current is the key to getting noticed on the internet. On the flip side, finding fresh content can be a pretty big challenge for many real estate professionals like yourself!

If you are not using the blogosphere to attract new business, you should seriously consider getting on board. Here are a few reasons you may want to consider:

Blogging provides an excellent opportunity to reach a new audience and create relationships

- a) allows you to *create* and *attract* the niche market you're pursuing.
- b) gets you in front of first time home buyers from generations x, y, z. (will we be moving on to a,b,c?)
- c) people who follow your blog generally end up feeling that they already know and trust you – before you even talk to them!
- d) gives your future clients an opportunity to experience your superior knowledge in real estate.

Provides cheap and accessible marketing

- a) many blog sites can be easily built for free or little money!
- b) search engines typically recognize active blogs over most stagnant websites.
- c) blogs are *viral* and *interactive*.

Great listing tool and way to feature/market homes

- a) just another strong reason why a seller should work with you!

Increases your exposure on the internet

- a) shows your future and existing database of clients that you are still active in real estate.
- b) exhibits your savvy in the 21st century world of the internet!

Your strongest competition is blogging! Are you?