

Your Website is Your Job Interview!

Managing your “online persona” is more important than ever. In fact, your personal website could be your job interview! Here’s why. Sue runs into Bev at the grocery store and tells her that her husband has just accepted a job in another city and they are going to be putting their home on the market. Bev is really excited because you have been her Realtor for years and she wants to recommend YOU for the job. So, Sue writes down your name on the bottom of her grocery list and finishes her shopping. When she gets home, she puts her groceries away then sits down at the computer in her kitchen to “look you up.” My question to you is, “What will Sue find?”

Nowadays, I Google everybody. I look up people, addresses, phone numbers, websites, restaurants, reviews... everything. If Sue Googles your name and real estate or your city, will your personal website pop up for the “job interview”? Hopefully, you covered this base years ago, but if not, it’s definitely time to have your own website. I bought the URL for my name and forwarded it to my company site, so if you Google “Laura Duggan real estate,” my site comes up first. I’m that easy to find.

If you already have your own website, take another look and ask yourself if it has all of the elements that sellers want to see when they are “interviewing” an agent online. After all, most people are going to research an agent online before they make that call. If your site doesn’t have all of the key elements that are important to a seller, you may not even make the cut to the listing appointment.

So what elements are we talking about? Sellers are only interested in the way you display your listings and the way that you will be promoting them. They may glance at your credentials, but that is not the first thing that they will look at. They want to see what kinds of properties you have listed and how you display your listings. They want to see what kind of photography you use and how many well-shot photographs you display. They also want to see how well you write about your listings and whether or not the information is complete and accurate. (Be sure that you have no misspelled words on your site.) Do you have a special section on your site dedicated to the services you provide to sellers?

Take a look at our website at www.WestAustin.com. Our team built an Agent WordPress site for our team website because we wanted to display our listings prominently and be able to manipulate the data on them easily. We had been paying thousands of dollars for a “template” site but the headaches of copy changes and our inability to display the listings like we wanted them caused us to rethink our site. We love our Agent WordPress site because it has so many helpful plug-ins and works well with our MLS’s IDX. Any website is always a “work in progress,” but it looked professional from the beginning and we get good traffic, good leads, good

tracking systems and lots of compliments on it. With Agent WordPress, there are tons of design options. We mapped out what we wanted, wrote the copy, shot the videos and launched it in about 6 weeks. The cost was less too since there is a one-time fee for the site itself and no monthly subscription except for the IDX. Our IDX runs around \$40 per month but it is the plug-in that generates the most leads, so I recommend that you choose that one carefully.

Whether you choose a template site or go the Agent WordPress route, your “online interview” is a vital step in the listing process. You may not get a second chance to make a first impression.

Celebrating your success,

A handwritten signature in blue ink that reads "Laura". The signature is fluid and cursive, with a large initial 'L'.

Laura Duggan, CRS
Austin, Texas

P. S. If you would like to explore the Agent WordPress option and don't know how to get started, you are welcome to contact our staff. We have some of great resources for building a great website because they built ours! Just email me at Laura@WestAustin.com

Laura Duggan, CRS is Broker/Owner of West Austin Properties in Austin, Texas. She is former President of the Council of Real Estate Brokerage Managers, a StarPower Agent, a national speaker and a trainer and mentor to agents across the country. Laura provides a MONTHLY email on real estate, focusing on successful strategies, trends and lessons on how to live a balanced life. More information on Laura can be found at WestAustin.com.