

How To Come Up With An Ideal and Functional Website For Real Estate Agents

No one needs an agent to find their dream home. Listing portals like Realtor.com, Placester, Zillow, and Trulia have made it all very easy for prospective home buyers to take their time and scan through hundreds to thousands of options for their choice abode.

You do need a real estate agent, though. And that is after you have made a choice of your home and when you are ready to proceed with all the legalities and peculiarities that follow the actual purchase.

Picture 1 of How To Come Up With An Ideal and Functional Website For Real Estate Agents

Some people also need a real estate agent to help narrow down their search to what is feasible with their current location and budget. You won't get any clients while you sit waiting at the office. Your clients will reach out to you through your web portal and there will be lots of them. It all boils down to your website quality, ranking, and services.

Creating a Website

So, just how can you get started with creating that perfect website for your real estate agency?

There are tons of website samples available online to get you started. You need to choose the right website content management system (CMS), and build your normal or IDX websites into prosperous online hubs. Be sure it incorporates local real estate information that attracts serious buyers and sellers.

Continuous planning and incessant research will give you the edge you need to stand out in a competitive market.

Why You Do Need A Good Website

Your website is your first point of contact with prospective buyers or sellers. When a prospective client decides to search for you online mostly because of a referral, he will get to see your website.

Even prospects that you meet through networking or interviews will also visit your website for more information about you. Here is where your website quality comes to prove its worth.

If your website convinces your prospect enough, you may be getting the listing appointment. However, if it lacks the coherence and organization necessary to retain the prospects, they'll simply get lost.

Here Are 5 Critical Functions That Makes A Good Real Estate Website

1. Unique Branding (core values, mission statement)
2. Dynamic Social Proof (testimonials, reviews)
3. Convincing Sales (value-proposition, calls-to-action, lead magnets, landing pages,)
4. Value Marketing (chatbots, retargeting)
5. Available Services: (MLS information, listings, floor plans, apps, resources)

Apart from these functions, you need to tailor your website to meet user requirements.

Hence, it is necessary to build it keeping user experiences on other sites in mind. Here is a list of user experiences that can help you not to make mistakes others have made.

User Experience Tips To Use For Your Real Estate Website

1. Create an aesthetic home page. Add a new feature image on a weekly basis or a new feature video. Let the page be bright, fresh, and inviting.
1. Add distinct, optimized images and video where they are most needed. They may include royalty-free images, infographics, or stunning home interiors.
1. Make use of clear-cut calls-to-action. Tell buyers and sellers what you would have them do. Call-to-action buttons always help direct traffic to your several landing pages and offer or whatever you're promoting.
1. Include a search tool. Search tools simplify the client's task of navigating through your pages.
1. Refine your links. Always use links that are active and that are not routing users off to where they shouldn't be. Healthy links mean good SEO and can keep you always on top of search results.
1. Mobile-responsive pages are a must. The bulk of your prospects will be on their smartphones when they come to visit your website. You must make a good choice of a website CMS that is responsive to a desktop, laptop, mobile, or tablet.
1. Don't allow ads. While monetizing your real estate site is a good profit-making idea, it is also a bad business idea. The majority of well-meaning users find adverts annoying as they pop up unwanted messages every now and then and also obscure important content especially when viewed on a mobile screen.
1. Check Your Page Load Time. Using Flash content or HD videos enlivens your website, but they reduce the load time for your pages and could keep prospects away for good. Avoid them completely.
1. Display your contact information in bold. Add your physical address, email, and phone. Also, add your hours of operation and map directions. You'll get ranked higher in local search results over agents who don't include these details on their own website.

Picture 2 of How To Come Up With An Ideal and Functional Website For Real Estate Agents

You are now well versed in the creation of a dynamic website. You don't have to wait. Make yourself a new web office but with the above-mentioned points in mind.

You finished reading the article "**How To Come Up With An Ideal and Functional Website For Real Estate Agents**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.