

What Networks Can Your Real Estate Agent Tap Into?

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Each type of agent will approach networking differently. Strategies vary based on their goals and their natural strengths. The crucial factor is to figure out which networking strategies work best for each REALTOR®. Here are some central approaches new agents can use to build their networks:

- 1. Multiple Listing Service (MLS):** MLS is a comprehensive database of properties listed for sale, typically accessible to licensed real estate agents. It allows agents to view and share property listings with other agents and potential buyers.
- 2. Real estate brokerages:** Agents affiliated with brokerages have access to the resources, networks, and databases maintained by their brokerage. These networks can include in-house listings, marketing tools, training, and support from other agents within the brokerage.
- 3. Professional associations:** Real estate agents often join professional associations such as the National Association of Realtors (NAR) in the United States. These associations offer networking opportunities, educational resources, and access to industry updates and events.
- 4. Personal contacts and referrals:** Experienced agents build their networks through personal connections, past clients, and referrals. They often maintain relationships with other professionals involved in real estate transactions, such as lenders, inspectors, appraisers, and attorneys.

5. Online platforms and social media: Real estate agents leverage online platforms and social media channels to connect with potential clients, promote listings, and network with other professionals. Popular platforms include Zillow, Realtor.com, LinkedIn, Facebook, and Instagram.

6. Local community involvement: Active participation in local community events, organizations, and charities can help real estate agents expand their networks and establish relationships with potential buyers, sellers, and industry professionals.

Remember, the effectiveness of an agent's network depends on their experience, reputation, and the local real estate market. If you're looking to engage a real estate agent, it's important to discuss their specific network and marketing strategies to ensure they align with your goals. At Peoples Company, our agents have access to a wide array of networks and tools at their disposal. We have an in-house award-winning marketing team; memberships to associations; and a collaborative team of appraisers, agents, and land managers.