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## **Consumer Experience and Have you Decided What Brand You Are**

**By Unknown**

We all know the NAR statistics that indicate a massive breakdown in the consumer experience:

- 87% of consumers start their search online and yet 48% of internet leads are never responded to, and
- 90% of consumers would use the same agent again but only 11% do!  
Why is this?

So what do these statistics tell the real estate industry? If you add these and other equally dismaying stats to the ability for consumers to access information without our involvement, and then mix in our industry's reputation for less than stellar professionalism – in my opinion you come to the conclusion:

**“To be successful in the future, you will either have to compete on price or you will have to deliver an incredible consumer experience!”**

If you make the decision and elect to deliver on “*consumer experience*”, keep in mind that consumer experience really begins before that consumer meets you in person and extends beyond their first transaction with you and your firm. So it then becomes necessary to consider:

“Do you and your company deliver an amazing consumer experience?” And, what does that “amazing consumer experience” entail?

1. **Do you have a truly integrated internet marketing strategy** that includes SEO, blogging, social media and listing syndication? Do people like you and find you interesting even before they visit your website? Where does the consumer find your listing information? What happens when they click on your listing and information?
2. **Is your website easy to use?** Is your content relevant to the real estate consumer? Do you provide useful information and an engaging experience? What can you provide that no one else can! This is of great importance as you well know that “if not” the consumer will type in another URL and you will never see them again!
3. **When someone fills out a form on your website do they receive a professional and courteous response in less than 15 minutes?** If you’re not you may be seriously jeopardizing your chance of doing business with that consumer, maybe even giving them an unfavorable view of both you and your firm.
4. **When a client comes to your office does it look fresh** and exciting or does it look worn and tired? Most of the “IC” or internet consumer is considerably younger than most agents and are more used to the Apple Store or Starbucks.
5. **When you’re going to an appointment are you confident of delivering an “amazing” consumer experience** worth of your brand? When you post a blog or things on social media are you confident that this is how you want to be represented and viewed by the consumer in manner you want?
6. **After you close a transaction do you or how do you stay engaged** with that consumer in a relevant and professional way until they are ready to buy another house? Chances are, if they started their relationship with you online, they may want to continue that relationship online as well.

If you want to “differentiate yourself” you must accept the notion that the consumer experience starts before they ever express interest in doing business with you and extends way beyond the closing.

So what is this “difference” you ask?

Simple, your ability to deliver an exceptional consumer experience will set you apart and put you in a position to succeed versus those in your market that choose to keep doing things the same way! It’s all about choices!

Think of brands like Starbucks, Mercedes and Apple. They are known for the experience they are delivering . . . are you?