

# Have Enough Listings? Think Again.

*by Rob Wicker*  
Chief Marketing Officer  
Homes & Land Affiliates, LLC

In many markets homes are taking longer to sell, resulting in a record amount of available inventory. The NAR reported that the inventory of resale homes increased by an additional 8.8 percent in April.

Some agents are under the mistaken assumption that they don't need any more listings. The thought is that if they take more listings, they will have to invest time and money to get the listings sold, and any possible closings could be months away.

Why do you need more listings? An important reason is simple mathematics. During the "sellers' market" you may have sold a majority of your listings within the timeframe of the initial listing contract. Today agents are selling a much smaller percentage of their listings. If you once sold six out of 10 listings within six months and you are now selling two out of every 10 listings, you need 30 listings to generate the same number of closings that you had in the sellers' market.

Also important is online lead generation. Research tells us that homebuyers are not going online to find an agent—they go online to find a house. This means that buyers are going to find you through the listings you have posted on HomesAndLand.com, Realtor.com, Trulia, Zillow, and the other major sites. The more quality listings you have posted, the more likely you are to be found.

In order to win quality listings that are competitively priced, you need to differentiate yourself from other agents. A survey conducted by Homes & Land reported that for home sellers, an **agent's marketing plan** is a critical factor in the listing decision. More than ever, home sellers demand full-service marketing for their home. That is why we provide our advertisers with both print and online products. We not only deliver leads, we help you show sellers why you are the best agent to list a home. Homes & Land even supplies you with free listing flyers outlining how your marketing can deliver the best possible price for a home.

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