

## 6 Hot Real Estate Marketing Ideas For November

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Now is the time for real estate investors turn up the heat on their marketing before the holiday season really kicks in and people get too distracted with shopping, cooking and travel plans. So try out some of these hot ideas for picking up more buyers and flipping more homes this month...

### 1. International MLS

The International MLS couldn't have been released at a better time. Foreign buyers now make up over 60% of buyers in some US markets, with as many as 90% paying cash, so what better way to reach them than the IMLS? It is free to list on for those of you who are Realtors, while others may consider the benefits of using open listing agreements to get access.

### 2. Thanksgiving Networking

Thanksgiving offers a ton of networking opportunities for real estate investors. Go along to luncheons and dinners being thrown by local associations or corporations or host your own. Or consider doing something for charity to make sure others can have a great Thanksgiving day meal, while boosting your brand image.

### 3. Home Buyer Webinars

Now is that time to make a push for home buyers and get them in the pipeline. Webinars are the perfect way to accomplish this even if they are busy. Think about capitalizing on getting homeowners in your funnel who may be eligible for compensation from the new foreclosure reviews, or even ahead of tax refund time.

### 4. Twitter

While there are lots of complicated marketing channels and tools available for real estate investors to meet buyers today, Twitter remains a fast and effective means of reaching new customers without a big budget or complex systems.

### 5. Mobile Sites

There is a good chance that the few people out there who still don't have smartphones will get them for Christmas so now is the time to launch your mobile site or at least optimize your current site for the mobile web so that you are poised to reach buyers ahead of your competition.

### 6. The 'New Home For Xmas' Campaign

Don't let your prospects get distracted by TV ads and other holiday shopping ideas. Now is the time to launch your own 'New Home for Xmas' campaign. What better present could there be?

Tags: [flipping homes](#) , [International MLS](#) , [real estate investors](#) , [real estate marketing ideas](#)

