



# REAL ESTATE BROKER'S INSIDER

Management and sales tools for the residential real estate broker

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## Agency Marketing

### Squeezing riches from real estate niches:

With global warming suddenly a hot issue for many Americans, broker Christopher Moss is pitching himself as Manhattan's first green broker.

Moss's company, the 10-agent Moss Real Estate Group, uses recycled paper. It pays its energy provider to power its office on wind power.

It is working on a process to digitize the voluminous documents created by condominium and co-op boards.

And in its latest eco-friendly move, Moss is touting a "carbon courtesy" project in which it enrolls buyers in a program to offset the greenhouse gas emissions created by their commutes and air travel.

Moss enrolls buyers in the carbon credit program and pays the fee — typically less than \$100 — for a year.

In a real estate market that seems to grow more competitive by the day, brokers like Moss increasingly turn to niche marketing strategies to make their brands stand out.

While Moss's appeal to clients' ecological sensitivities is a new

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twist, brokers and agents increasingly target a certain property type or a racial or religious group.

In Los Angeles, Christine

Lloyd-Maddocks, an agent at Rodeo Realty Fine Estates, has carved out a niche as a specialist in home recording studios.

Lloyd-Maddocks, who's married to a music industry pro, says she's surprised no one thought of it before.

On her website, Lloyd-Maddocks touts her expertise.

"When you speak to typical Realtors, they usually don't have an understanding of what a home studio is and often think of a studio as just an

office with some equipment," she says. "Just stick some egg shell cartons up and it will sound good' is an average response."

Moss makes a similar pitch to green-minded consumers on his site.

#### Niche marketing tips:

- Find an area of specialization that will let you brand yourself as the leader.
- Passion helps. If you love your niche, you'll prosper.
- Once you've established yourself in your niche, referral traffic will increase.