

5 Real Estate Niches You Should Be Farming Right Now

Generating more leads online is limited online by your imagination. There are nearly endless combinations when it comes to matching different types of properties to different audiences. But here are the top 5 niches to get you started!

1. Downtown Condos/Apartments/Lofts

If you live in a market with a thriving downtown area, it's fun and easy to sell the amenities of living downtown. You can blog about the restaurants, bars, and entertainment downtown to generate leads that are interested in moving closer to the action.

2. Gated Communities

You can easily target people online who have certain incomes, and possibly children as well, who would be interested in living in a very safe, secure neighborhood. In your advertising you can feature images of kids playing in the streets, beautifully manicured lawns, and happy neighbors.

3. Single-Level Homes

A huge segment of the current real estate market is aging Baby Boomers downsizing to more manageable homes. Target homeowners over the age of 50 and offer them lists of the best single-level homes in the area.

4. Waterfront Properties

Beachfront or lakefront properties are often the most desirable properties if you live in an area near water. Sell the dream of privacy, of not being totally surrounded or backed up to neighbors. Sell beautiful views and the sound of splashing waves on the shore at night.

5. Properties Near Specific Activities

We've seen agents target high-income individuals interested in equestrian activities with horse ranch properties. We've seen agents target cabins near great hiking, rock climbing, and camping. If your area is famous for specific activities, use that in your advertising of specific properties!



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TO GET A WEBSITE THAT HELPS YOU TARGET NICHE SMARTER!

