

# 3 Steps to Take Now to Survive the Down Market

**It's no big secret** that we're experiencing a 'subdued' housing market. Yes, there is limited inventory available. Yes, the pace of new home sales has slowed. Yes, mortgage rates are not coming down to the levels we saw a few years ago. But it's not all bad news. In fact, industry experts are predicting a strong increase in sales going into 2024.

## Are you well-positioned for when the market bounces back?

The next six months are critical in setting the stage for continued growth and success heading into next year. Rather than sitting back and riding out the slow market, **top agents and mortgage producers** are setting themselves up now for the improved market conditions expected later.

Get ahead and be well-positioned for 2024 with three proven strategies:



**Focus on your existing network**



**Engage your local area**



**Double down on marketing**

Incorporate these strategies into your marketing plan for the rest of the year, and set yourself up to navigate the constantly evolving market trends and conditions.

## Nurture your existing audience to generate new business

Focusing on your sphere now can pay off in the long run. Cultivating relationships with the people in your network and reaching out to past clients for referrals keeps you top-of-mind for when people start moving again. Remember, there will always be people buying homes, because all life changes can't wait for mortgage rates to drop. Nurturing your sphere now will support a strong 2024 and beyond.

## Become the well-known expert in your local area

If you've been in real estate for a while, most of your business probably comes from your existing database. But regardless of your experience, these are not normal market conditions, and building a strong brand foundation in the area(s) where you do business will set you up as the local expert for future transactions.

Not only should you advertise your personal brand in the specific areas you're working in, but you should become the expert of your local market. Dig into market data and really understand what's happening in your particular area(s) of focus. Be able to provide your perspective on what your local market conditions look like and what it's like to actually live in the neighborhoods you serve. Your research and expertise combined with a strong brand awareness campaign will make you visible to new potential buyers and sellers, and convey your confidence, which consumers are always attracted to when making the biggest purchase of their lives.



## Double down on marketing

For the last three years, most top agents and loan officers haven't had to worry about marketing themselves. Instead, they spent their time learning how to navigate multiple offers, new originations or refis. In a slow-paced market, even those at the top of their game need to think differently, mastering new marketing tools and finding new solutions to reach consumers.

The housing industry is cyclical, and history tells us that it's going to bounce back eventually. Right now, those that will succeed in 2024 are focusing on getting ready for that shift, maintaining their brand visibility and mastering their marketing plans.

To learn how Adwerx can help top agents and loan officers level up their ad strategy with curated campaigns aimed at fostering existing relationships while boosting brand visibility in targeted markets, visit [www.adwerx.com](http://www.adwerx.com).

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## About Adwerx

Adwerx is an industry-leading digital advertising automation platform that provides personalized, hyper-targeted, and fully-automated digital advertising solutions for real estate and mortgage companies. Scalable for businesses of any size, Adwerx executes advertising with the power needed for large enterprises and the simplicity expected for an individual agent.

As a trusted partner to thousands of real estate and mortgage firms and their top producers, Adwerx enables its customers to stay ahead of the competition by reaching new audiences and nurturing existing relationships. For more information about Adwerx and its suite of digital advertising solutions, visit [www.adwerx.com](http://www.adwerx.com).