



How Lakefront Living Realty Prepares for the Real Estate Industry's Busy Season

A winter head start on marketing efforts means franchisees are more than ready for the spring season.



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Franchisor Spotlight

Real estate franchise Lakefront Living Realty distinguishes itself from the competition by focusing exclusively on the buying and selling of lake properties. The brand was founded in 2003 and today covers seven territories in the South, the Midwest and New England.

In addition to having the right funding to purchase a franchise, prospective Lakefront Living Realty franchisees must be genuinely passionate about the lake lifestyle. This passion, coupled with the brand's signature 10 Keys to Lakefront Market Domination, positions brand franchisees to conquer their markets.

Today, Lakefront Living franchisees, who are also real estate brokers, are preparing for the real estate industry's busy spring season.

"Both regular real estate and lakefront real estate see an influx of new properties on the market in early spring, but lakefront homes tend to be acquired with a higher sense of urgency," Lakefront Living founder Scott Freerksen said. "Buyers who want to have a full 'lake lifestyle' season, which can run from May to September, must have something under agreement by March or April. In addition,

buyers of lakefront property are already passionate about the lifestyle, so they are anxiously awaiting the end of winter and ready to move quickly on their dream lake home once it appears.”

In order to make sure Lakefront Living franchisees are actively capitalizing on their markets, the brand helps them spread the word about their business and provides top-notch marketing support. This is done through a combination of targeted direct mail, e-newsletters, blog posts, community involvement, social media interaction, seminars and planned marketing efforts, Freerksen said.

“It’s no secret that customers have to know, like and trust you before they will do business with you,” Freerksen said. “All of our Lakefront Living systems are designed to move potential clients through this lifecycle. And the most effective way to do that is via the power of niche marketing. When you narrow your focus, you expand your appeal. Clients believe you are the solution to their problem long before they ever meet you.”

Lakefront Living COO and franchisee Chris Mosier owns and operates the entire Ohio territory. She started preparing her marketing for the spring rush back in the fall and had her lake-specific marketing pieces ready to send in January and February. This high level of preparation is simplified by following proven Lakefront Living Realty systems helping her target returning snowbirds wanting to sell their lake homes.

“I’m being contacted by statewide lake homeowners wanting to list their lake homes, and it’s fantastic,” she said. “Winter is spent planning our yearly marketing calendar while the spring months are all about executing the plan. Our team enjoys the process of listing appointments and helping sellers get their lake homes staged for the highest and best value.”

Mosier noted that helping prepare lake homes for sale can be challenging, as owners often have had these houses as second homes for many years and have not prioritized updating.

“Today, Buyers who are looking for a second home by a lake want a turnkey home,” she said. “They don’t want to come into a dark and dated home, so winter and early spring is the time to convince sellers to update fixtures and lighten up the colors. The new standard for Ohio lake markets is a competitive bid situation as there is low supply and high demand. We find the turnkey homes are getting higher values than the homes that need updating. Having thousands of registered lake buyers gives us a unique perspective as to what they are looking for.”

Fortunately, Lakefront Living provides franchisees with the tools they need to succeed in their markets, especially during busier times.

“In addition to the standard Buyer marketing most brokers do, we have an additional approach they don’t have,” Mosier said. “We capitalized on the buyer market first! We created a website where thousands of lake home buyers gather every day - anxiously awaiting the next lake home listing. This powerful buyer-first approach is why we tell sellers: “We sold your lake home long before you decided to list it!”

Like Freerksen, Mosier sees Lakefront Living as a timely franchise opportunity.

“Lakefront Living is getting in at the beginning of the growing ‘lifestyle sales’ movement and our franchisees are having great success in their territories,” Mosier said. “We take pride in seeking like-minded Brokers who have a true passion for lakefront property. We provide an immense Initial Franchise Territory allowing them a competitive advantage now and in the future.”

To learn more about franchising with Lakefront Living Realty, visit www.lakefrontlivingfranchise.com.