



## Making A Difference In 90 Days



## Making Contact

How will you keep in touch with clients and prospects?



## Gathering Contact Information

Names, addresses

Phone numbers

E-mail addresses

Social media handles

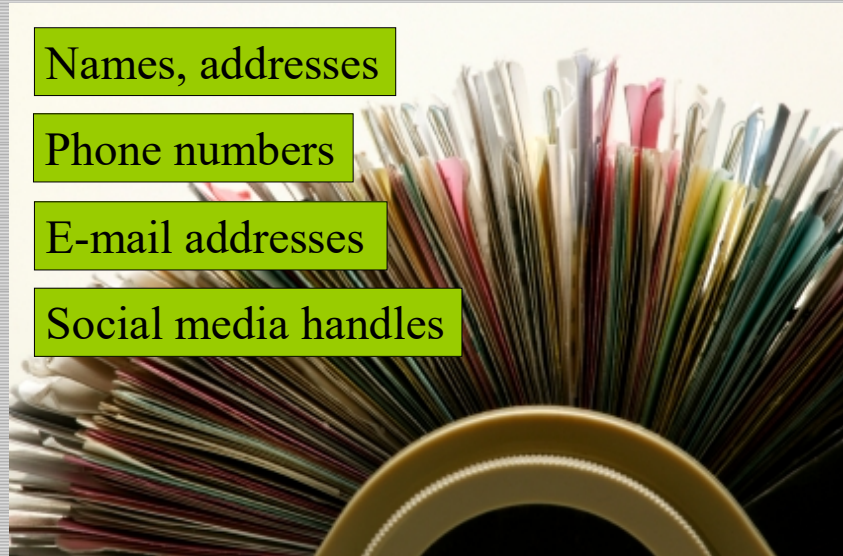


Image: Google Images

2

As a real estate licensee you are, in part, in the information collection business.

Naturally, you want to keep up-to-date information on your current and past clients. They're the people with whom you've conducted transactions before and - depending on how well you served them - hopefully will do so again.

You'll want to keep handy, as well, information (whenever it becomes available) about prospects who live within your farm. You might do future business with them. Finally, you'll want to maintain and update information for your sphere of influence. They're the people probably closest to you.

The kinds of information worth gathering have changed in recent years. Realty Times writer Blanche Evans, in a 2002 article, suggested that phone numbers and e-mail addresses were sufficient for that time. Today, outlets for real estate (and many other forms of) communication have shifted to social media, so online "contact points" are increasingly valuable.

At a minimum, for each contact profile you create, you should hope to store:

- 1) A full name, and home and work addresses;
- 2) day, evening, and cell phone numbers;
- 3) business and personal e-mail addresses;
- 4) and social media "handles:" Twitter name, Facebook identity, Linked-In name, Pinterest account, and Google Plus identity, or others you consider good to have.

Reference - "Who Falls Within Your Sphere of Influence," by columnist Blanche Evans, Realty Times, 10 July 2002



## And Possibly Even More



Image: Google Images

3

We also suggest another fact set (again, whenever it becomes available) to collect:

5) names of immediate family members and their birthdays and,

6) if you were responsible for helping clients buy or sell a property, their "key anniversary" (the day they took possession, or let go, of the property's keys).

We don't encourage snooping. We don't want you to pry information from clients, prospects and friends. We know from experience, however, that many of these items will arise during the regular course of conversations. They are worth remembering and adding into your contact database periodically.

The reasons for gathering 1-4 should be obvious; maybe 5 and 6 are less so. Quick explanations:

Regarding 5, most agents send a card of greetings or thanks at holiday times. Few people get cards on their birthday anymore. You can make yourself stand out in wishing your clients and prospects happy birthday simply by mailing them a personalized card.

Regarding 6, the "key anniversary" is a date shared only by you and your clients: the day they bought or sold their home, a transaction YOU helped facilitate. It is your annual opportunity to remind them, again with a mailed card, of the value of your services.



## Managing Contact Information

Get a device, know its use

Connect with a cloud

Time use: No, 'C.' Yes, 'B.' Always 'A.'

Image: Clipart.com

4

A computerized database - whether maintained on a desktop or laptop computer, a tablet or smart phone, or in the cloud - is a requirement for creating, updating, and maintaining sphere, client, and prospect information. If you aren't computer-literate, or you don't own a computing device, now's the time to invest in one and know how it works. Keeping up with contact profile details on a Rolodex or in an address book will distract you from your core competence: selling real estate.

More importantly, computerization of your contact information will allow you to generate lists, letters, send information by e-mail, and complete a whole host of real estate marketing tasks that might otherwise deprive you of time to do what makes you money: selling real estate.

Although you can if you so choose, there's no longer need to buy database software for your computer, either. Major online companies like Google, Yahoo and Bing all make it easy to store contact information so it's readily accessible anywhere you have an Internet connection. All the vendors require is that you sign up for their service, free!, usually by applying for one of their own e-mail addresses. They can make contact maintenance easier so you can stick to what you do best: selling real estate.

We hope you sense a theme here.

Selling real estate should be the focus of your efforts, your "A" time. Gathering information on, and periodically communicating with, contacts is "B" time that gets you closer to "A." Effectively marketing properties in your inventory is "B" time too; it also gets you closer to "A." What you want to avoid, or minimize, during your work hours is "C" time: that which does little or nothing to help you craft and close a deal.

By the way, the best "B" time in contact management is when you're adding new names to the list of prospects and clients. The more you grow, and actively work, your contact base the greater your chances of success.



## Overlooked Prospecting Tools

**ANOTHER HOME JUST SOLD BY BEN JORDAN & VICTORIA SHORE**  
Serene Lake - 12542 SW 197 Ave.  
Ben Jordan  
Victoria Shore

**SOLD IN 6 DAYS!**  
Glen Richards  
2321 SW 24 St. - Kendall Cove

**Kimberly Vierra**  
JUST SOLD ANOTHER HOME!  
12300 SW 45 Street  
Paradise Cove  
Need to Sell Your Home FAST? Call Me!

**Another Home Just Sold by Victoria Shore**  
If You Want To Sell Your Home, Call Me First!  
SOLD  
5245 SW 25 Street  
Ben Jordan  
Victoria Shore

**Ben & Victoria Did It Again! Another Home JUST SOLD IN ONLY 1 WEEK**  
We Can Do the Same For You. Call Us!

**Susie Sinko Did It Again Another Home Sold!**  
Selling Your Home?? Call Susie Today & Start Packing!!  
Susie Sinko

**"Just listed" and "just sold" cards**

5

Unlike e-mail addresses, which are closely guarded by their owners because no one wants to receive junk spam, physical mail addresses are available for most current property owners through a variety of public databases. Although postal mail has both printing and delivery costs (unlike sending e-mail, which is usually free), and although postal mail usually has a lower response rate than e-mail (1-3 percent for postal delivery, vs. as much as 15 percent for electronic), postal mail often may be the only way to reach every contact in a farm or market. Postcards are least expensive to send. Many agents favor "just listed" or "just sold cards."





## Role Of The 'Just Listed' Card

- Spur remaining 12 (remember USPS) into urgent action
- An endorsement; sellers chose you, not competitors
- Prompts a burning question: for how much?



Why people respond to "just listed" cards.



## Role Of The 'Just Sold' Card



- Announces results; proves your skills
- Prompts a burning question: for how much?
- No sales? Chance to talk about yourself, market other services

Why people respond to "just sold" cards. Have no sales or no listings? These cards can be adapted to introduce or promote yourself to a market.



## Added Benefit: Cost Efficiency



- Print from catalog: \$25-\$35 per 100
- Mail (1st class): \$34 per 100; easy label
  - Cost per contact, 69 cents

The postal service seems to be forever changing its rates. The cost shown here is a good ballpark estimate. Suffice it to say, a post card can be the least expensive way to make a postal contact. But remember, a post card is nothing but a small billboard or sign. Your message on it must be clear, concise, easily and readily understood, and graphically appealing.





## Evoke A Marketing Response



- *Use "free"*. All enjoy something for nothing
- *Urge immediate action.* All understand deadlines and need for urgency. Early birds get worms

Image: Clipart.com

9

Everyone wants something for nothing. That's why the word "Free!" is so appealing. Why do you as an agent have to offer for free? For most it is the ability to determine, by way of a comparative market analysis (a CMA or "comp") what value a property might fetch in the current market.

The immediate action word that is equally appealing is "NOW!" You are offering CMAs now for those who are interested, aren't you? And you can take calls now to schedule a CMA, can't you? And you want people to call you now to take advantage for your largesse, don't you?



## Follow-Ups As Marketing Tool



Basics of service!

- Phone
  - *Prompt and polite*
  - *Second ring*
- Return calls promptly
- Acknowledge requests

Address problems quickly (biggest complaint)

Source: Commercial Investment Real Estate Magazine | Image: Clipart.com

10

The worst thing a sales licensee can do is fail to return a phone call, or for that matter an e-mail inquiry or text message or contact via social media. You may NOT be able to respond immediately, so let prospects and clients know what your response times and parameters are.



## Leverage Free Marketing

- 
- Networking
    - *Community groups*
    - *Professional associations*
  - You giving back
    - *Charitable works*
    - *Volunteer efforts*
  - Word of mouth (ask for it!)
  - Press releases
  - Website and e-mail
  - Flyers, brochures, signage

Image: Clipart.com

11

Use any and all means to spread the word that you're in business, and prepared to help prospects and clients.



## Signage As A Marketing Tool

- Four types
  - *Promotional*
  - *Directional*
  - *Informational*
  - *For identification*
- Basic guidelines
  - *Fresh, clean*
  - *8 or fewer words*
  - *Right angles to traffic*



Image: Clipart.com

12

You'll have plenty of opportunities to use signage in your early estate career. Take advantage of them. Signage seen by those in cars and on foot remains the second most-relied-upon means (the web ranks first) that consumers have to learn about real estate sales and listings.

Keep signs clean and modern-looking. A broken or rickety sign proclaims you don't care about appearance! Include your name and phone number, and if possible social contact points, on the sign. Make sure it can be seen easily from the street.