

Real Estate Direct Response Marketing and the Role of Value Reports in your Local Farming



Direct Response Marketing is an effective Long-Term Strategy for **Farming** for **Real Estate Listings** if it is deployed Correctly and **Consistently**. It is not a haphazard way of locating Buyers; it is a **Branding Strategy** for Future Sellers to pick “you” when the moment is right for them to decide to **Sell their Property**. So what are the **Elements** of a proper Direct Response Marketing Piece, Mailer, Newsletter, or Postcard? What is the proper Integration of **Value Reports** to entice Conversations? **#8WeekSuccess**

► Handout - Please Silence your Phone - and Be Here Now!

- Please Make Sure you are in **Possession** of **This Workshop’s Handout** with a **Pen/Pencil** and take **Good Notes**.
- There are **blanks** you’ll need to fill in - the Screen Text that is **“Red and Bold”** is what you are supposed to fill in.
- Please **Be Engaged, Focused, and Diligent** - Trust yourself and your ability to **learn**. The Notes you take during my Workshops are as important as this Handout.

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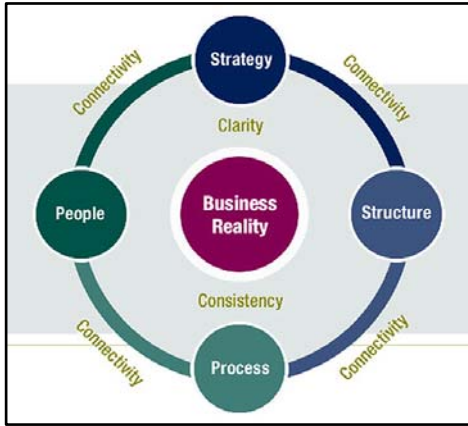
► Big Picture Thinking - Ponder this Important Idea:

- “Waiting for _____ makes you an **Observer** of life sitting in the Stands as Others **Play**; _____ and pursuing your Dreams comes with **tough Punches** and **Amazing Personal Rewards!**”

► Business Reality

- Each of one you is in Business for Yourself – Remember: “ _____ !”
- Those of you who carry a _____ have better control over your income; have higher Real Estate Activity; and more than anything tend to get listings by the sheer fact that you have them;
- Your Goal is to seek to carry between 8 to 15 Listings at all times – this will translate into a meaningful _____.

► Business Reality



- Ground yourself with a Clear _____;
- Surround your Strategy with _____;
- Implement your Strategy with the Right _____;
- Connect with the right _____, customers, and colleagues;
- Enhance your Strategy and continue on!

► Consider this thought

- “Top Producing Agents let other agents in their MLS _____ their Listings!”**

► Image Marketing

- Most of us are familiar with **Image Marketing**; it goes by the name of _____ and is used effectively by companies like Apple, Coca Cola, Budweiser, Google, and relies heavily on repetition and high volume placement in multiple channels like TV, Radio, Print, Web, etc...

► Real Estate Branding - *What is one of the best Local image branding for a Real Estate Brokerage?*

- _____
- Listings create the highest brand following in local markets;
- A distant 2nd are _____.

► What is Direct Response Marketing

- Direct Response Marketing, is Marketing designed to _____ and _____ prospects to take some _____, such as picking up the phone and calling for more information, placing an order or being directed to a web page.

► **Examples of DRM - You are familiar with most of them...**

- Direct Mail to a targeted group of people;
- _____;
- Door Hangers; **Regular** _____; Special Offers on your website, etc...

► **Let's Try this Definition of Direct Response Marketing**

Direct Response Marketing in Real Estate is the process of creating _____, postcards, newsletters, door hangers, and flyers with a _____ that _____ and compels prospects to _____ such as going to a specific web page within your website _____ and you end up with a lead, and they end up with important information, giveaway, or solution.

► **The Main elements of a Successful Direct Response Marketing Campaign:**

1. _____: Your mailers need to go out regularly and consistently without fail – as well as look the same;
2. _____: You must specialize;
3. _____: Compelling Message that reads easily;
4. _____: Third Party testimonials with pictures are very compelling

► **1. Consistency -**

- Your Mailers, Postcards, Newsletters, and local advertising must have a _____;
- Avoid over experimentation with design and try to use the same photo and logos across all your platforms – in essence once you come up with a specific look stick with it. **Consistency of Style, Color, Photo, and Header.**
- The _____ of your mailers and ads need to also be consistent – don't jump around neighborhoods; select your farm areas and consistently mail them...

► 2. Become a Specialist

- You want to become the _____ in your Farm Areas and your visibility will start with your mailers;
- This Specialization will then become enhanced as you start gathering momentum and getting listings – because _____ will then sell you better than just your mailers;
- The best way to show that you are a Specialist in a Specific Neighborhood is by having the _____; ...

► Sample Cards



► 2. Become a Specialist

- Becoming the local Real Estate Specialist needs to be reflected in all your Direct Mail, Postcards, Open Houses, Just Listed, Just Sold, Newsletters by integrating a **header** with the _____, Farm, Area, or Niche Market;
- Generic Real Estate Marketing will _____ your effectiveness.

► 3. Messaging


- You must enhance your Mailers with compelling reasons for the consumer to _____;
- You must recognize that Sellers and Buyers are shying away from picking up the phone to talk to Salespeople;
- Start Thinking in terms of _____ in your Website that offer real solutions.

<https://www.exitrealtyxl.com/home-valuation/>

► Value Reports


- Commit Yourself to _____ **local experts** in Home Inspections; Home Repairs; Home Design; Appraisal; Financing; etc.
- Turn those Interviews into **2 to 3-Page Reports** that address the immediate _____ of **Sellers**.
- Give them an **enticing title** and _____ them in your Mailers - such as: **“Learn the 7 Truths Home Appraisers don’t tell you about your Home in Beaufort SC.”**

My Realty Office
123 Main Street
City, State 91234



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Susan Smith
Realtor
910.555.1212
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www.SusanSmith.com



SAMPLE

My Realty Office
123 Main Street
City, State 91234

“Learn The 7 Truths Home Appraisers don’t tell you about your Home in Charleston SC!”



FREE, No Obligation Report
at <http://goo.gl/3Da0Q>
or scan QR Code.
Note: URL is Case Sensitive!



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My Realty Office
123 Main Street
City, State 91234

“Learn the 10 Important Features Home Buyers are looking for in Hendersonville NC!”



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My Realty Office
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“6 Local Real Estate Trends Home Sellers Must know before listing in Happy Hollow!”



FREE, No Obligation Video
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My Realty Office
123 Main Street
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“12 Minor Home Repairs the Pros Recommend Before Listing your Home in Plano TX!”



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My Realty Office
123 Main Street
City, State 91234

21 important Questions you Must ask a Realtor before listing your Home in Franklin TN




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► Example Value Report

- I am giving all of you 2 copies of the same **Value Report** called: “**23 Questions to Ask a Real Estate Agent before hiring them to list your Home in City, State.**”
 - One in **Word Doc** so you can _____ it, the other in **PDF** so you can see it. Look for **links** that accompany the video.
 - I am giving you **Permission** to use it in whole since I wrote it. But I **encourage** you to edit it to sound _____ and organize to fit **your Style**.
-
-
-

► 4. Testimonials

- Consumers _____; it gives them the peace of mind that they are not being experimented on by a new agent; or worse a bad agent;
- You **must collect testimonials** – video Testimonials are best; written testimonials are good... _____ with embedded or shared testimonials create the best validation;
- Integrate all of your Direct Response Marketing Mailers & Newsletters with **Testimonials**.

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City, State 91234

“12 Minor Home Repairs the Pros Recommend Before Listing your Home in Plano TX!”



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Susan@SusanSmith.com
www.SusanSmith.com



“Susan sold our house and took care of us; very professional! Thank you!”

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► **Remember these 4 ingredients**

Make sure you always integrate these 4 main ingredients in all your Direct Response Marketing Mailers, Ads, Flyers, Postcards, Door Hangers, etc...:

1. _____: Your mailers need to go out regularly and consistently without fail – as well as look the same;
2. _____: You must specialize;
3. _____: Compelling Message easily read
4. _____: Third Party testimonials especially with pictures are very compelling.

►►► **Easy Assignment**

Gather all of your current Marketing pieces such as: Mailers, Postcards, Magazine Ads, Flyers, Door Hangers, Business Cards, Signs, Directionals, and any printed Real Estate Marketing pieces;

Study them; and **Share** with a colleague: “How can I enhance them within my Prospecting Commitment?” and “Where do I want to become the local Listing Expert?”

Do Involve your Broker in the process - they have great insights to share with you!

► **Big Picture Being** - *Meditate on this Important thought:*

“It is more **Powerful** to move in the **Direction** of our _____ than to **wallow** in the meaning of why we are not Making Progress fast enough. Keep _____ Daily by **Prospecting Deliberately!**”



Key Yessaad is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of **the #8WeekSuccess Boot-Camp Program**. Key has been a Trainer and Business Coach for the past 15 years focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success. (910) 538-6610**