

“I had to do something”

Jill, a new friend (I met at a networking lunch group), 32, two kids and a husband away coaching football in Texas. She was starting a new career as a realtor. My husband, Mark, has had a long career as a realtor, and I have been very successful in Sales. I asked Jill if she had made any sales yet. “Just one”, she replied. When I offered to help her, she said “Sure, thank you”, and so our story begins.

“So, would you like to learn an effective way to create a farm?” Her response was positive! “Did you like the neighborhood where you sold the house?” I asked. “Yes, I really love the little neighborhood where I made my first sale. It’s so beautiful!” I knew then that we had the answer to my question. “What my husband has done very successfully is send a greeting card, with a picture of the home he sold on the front, to everyone else in that neighborhood. In the card you tell them how much you loved the area, and would really like to have a reason to return and get to know others there. You can get a list of names and addresses from the exact neighborhood from your local Title company. Sendoutcards offers a system for just this purpose to be able to design a card and send it to the entire group with one click. I can help you create the cards and get them sent.” While Jill was considering this possibility, she set up her own account so she could experiment with it. During that time I sent her samples of the cards that my husband had send which generated such a phenomenal response.

Well a few weeks went by and then Jill called me to say she wanted to go ahead with my idea. So, we sat down one day with my laptop, I showed her how to easily create a custom card with her ReMax color scheme, the house she had sold on the cover (with the permission of the new owners), text inside that was relationship oriented, and her picture and ReMax brand on the back. She was thrilled. Once all the names and addresses had been imported into Jill’s account, we scheduled the cards to be sent, paying for this using Jill’s credit card, pressed enter and we were done.

After 2 or 3 weeks, Jill decided to send another card. This time, on the back, she put a photograph of her and her two children along with her ReMax branding. A few days later Jill received a call from one of the homeowners to whom she had sent a card. “Would you list our house for us please?” was their request. Well, to a realtor, this is gold! Not “would you come discuss with us”, not “how much will it cost?”. No! They were already sold. With just two cards.

Jill made about 7 or 8 thousand dollars from that sale. Not bad for an investment of four to five hundred. When we met sometime later, I asked her what had finally convinced her to go ahead and send the cards. “I had to do *something*.” she replied. So, I guess, when you’re stuck, it might be worth taking a little risk. And who knows? Like Jill, maybe you’ll strike gold.

There are 1000’s of stories like this for realtors and other businesses all over the country. *They tell us* that it is the most inexpensive and gratifying form of advertising they do. All about building and retaining relationships.