

AGENT PROFESSIONALS-TEN MARKETING TIPS

- 1 **Don't try to be all things to all people.** Take the time to find a niche that fits well with your interests, expertise and/or geographic location.
- 2 **Use closing surveys and other e-mail marketing.** Strategies to stay in touch on a frequent basis.
- 3 **Consider other real estate professionals to be your customers,** and make them a part of your marketing campaign by reaching out to them regularly via e-mail, phone and in person.
- 4 **Join and participate** in professional organizations.
- 5 **Attend meetings and volunteer at organizations** that you truly have an interest in; don't just join for the sake of joining.
- 6 **Give back to the community** and get your name out in the public eye by sponsoring events, through volunteerism and other civic-minded efforts.
- 7 **Keep your referring customers "in the loop"** when one of their referrals brings new business your way. An easy way to do this is by simple cc'ing the referring customer on the first few e-mails that you send to the new customer.
- 8 **Think outside the traditional geographic boundaries** when forming relationships; consider, for example, buyers located in foreign countries where currencies are now strong against the U.S. dollar.
- 9 **To get the most out of your professional affiliations** and networking events, go beyond just handing out business cards. Also take cards from prospects, promise to follow up within a week and then call each of them within that seven day timeframe to ask what you can do for them.
- 10 **Consider adding innovative tools** like Obeo.com or Jot.com to your marketing mix as a way to infuse technology into your relationship-building strategies.