

Real Estate Post Card Marketing; Million Dollar Mailings

Real Estate Post Card Marketing is an underutilized real estate marketing strategy known by many, but used by few. The test? How many agents do you know market real estate with postcards. Not many - that's what I thought!

Yet, those that do maintain high visibility with their prospects. From useful tips to delicious recipes, customized real estate marketing post cards can leave positive and lasting impressions about you and your services at affordable prices.

I like marketing real estate with post cards for several reasons:

1. They're inexpensive - you can cast a wide net and reach a lot of people for a little of nothing. And as you know, or will soon learn, repeat contact with prospects is key to identity branding. You want buyers and sellers to think of you when they're ready to make a real estate transaction; which you can accomplish easier when you have repeated contacts with them. A series of real estate marketing post cards will do that for you.
2. They're easy to set into motion - it takes little time to reach hundreds to thousands of prospects via real estate post card marketing.

Here's a great way to use them. Chose a neighborhood to farm; condos, high end homes, country estates, move up homes, or whatever.

Then, mail post cards to the homeowners on a routinely scheduled basis. Perhaps it's once a month, with special emphasis on holidays. Or maybe it's every other month.

However frequent it is it your post cards should be interesting enough that your prospects look forward to receiving them, but not so often that they are annoying.

Fortunately, you don't have to spend time or energy designing and printing your own post cards. There are several companies that produce impressive Real Estate Postcards; ready for addressing and mailing. They're cute, charming and near deadly effective.

Even if you're a do it yourself type and like the idea of owning a software program to design your own you can't go wrong with ready made ones.

As a real estate agent you need to generate leads; buyers for listings and sellers wanting to list their properties. You should also be taking advantage of every opportunity to brand yourself. With real estate post card marketing you can:

use your real estate marketing post cards like an extension of your Business Cards. You could include your real-world address, phone number, and website address if you're comfortable with that. The key is to include information that makes it easy for someone to get in touch with you.

use your real estate marketing post cards to Announce New Listings. For example, announce your \$2 million dollar listing to a \$750,000.00 neighborhood. Heck, it doesn't even have to be your listing, and you can still implement this idea.

Here's what I mean! Select 4-5 one million dollar homes you'd like to sell, which can be any body's listings in any agency. Get to know them like they're your own listings.

Then, select a neighborhood, or neighborhoods, of 200-500 homes where the values are \$500,000.00, or so. More or less is okay, but the idea is to select homes that are several hundred thousand dollars or more less in value. The idea won't work if there's only a \$20,000.00 difference.

Select a series of real estate post cards to send to the owners in the targeted neighborhood(s). A series of letters will work, but you can make a bigger and more lasting impression with postcards. Check out some Real Estate Postcards and you'll see what I mean. The post cards should appeal to their desire to "move up" into larger and/or more expensive homes.

Send a post card once a month.

Then, get ready for some business. You'll get potential buyers interested in what you've got to sell that will also be prospects for new listings. Can you see getting sales this way? How about listings?

When you use this strategy you'll begin to create relationships with people that'll translate to sales and listing, and reap the benefits of your efforts

over and over.

A real estate post card marketing campaign will enable you to frequently and inexpensively market Real Estate Postcards to the masses, and as you know the more frequent your contacts with prospects the better your results will be.

About the Author

Lanard Perry is the author of "Farming Expired Listings...;" a real estate listing system that shows Realtors how to average 1 or more listings a week. Visit his websites at www.farmingexpiredlistings.com and www.real-estate-marketing-talk.com for more business building ideas.

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