

# Special Report

## How To Start Marketing

**Spend your marketing dollars first where it makes the most sense – stay in touch with past clients and your personal sphere. These people know you and/or have done business with you. If you're not staying in touch with this group, you're giving business away to competitors.**



When marketing to a cold list, the quality of your list often determines your success. The information must be accurate and up to date. To improve your response rate, market to a specific demographic target rather than a geographic target area.

### Marketing to Your Warm List

To effectively market to your warm list (past clients and personal sphere), consider doing the following:

1. Send a postcard, newsletter, brochure or other direct mail piece
2. Write a personal note or card
3. Make a phone call
4. Send an Email
5. Conduct a seminar about an aspect of home ownership or investing that may

### interest your warm list

Doing a direct mailing is a great way to get business through the door. To build awareness quickly, send a mailing (postcard or newsletter) and then follow up with a phone call asking if they got your recent mailing. During that conversation invite them to a real estate investing seminar (for example) being held at your office within the next month. Send a follow up reminder and ask your clients to bring a friend. Invite a real estate professional or other professional to co-present with you. This opens the door of building relationships with these professionals and obtaining leads from them because they work with people needing mortgages everyday.

### Marketing to Your Cold List

To effectively market to your cold list (demographic or geographic), consider doing the following:

1. Send a postcard that is part of an ongoing campaign
2. Choose a demographic that is likely to buy a home within the next year (first time homebuyers, investors or newlyweds)
3. Purchase a list that you can use multiple times
4. Conduct a seminar

To obtain a reasonable response rate, target one of the following demographic markets: first time homebuyers, investors or newlyweds. Investors will typically purchase 5 homes a year and it's been shown that most newlyweds purchase a home within the first year of marriage. Whatever demographic you choose, offer a seminar or participate as an exhibitor in a show that caters to them to gain exposure. For example, most cities have a bridal show each year. As an exhibitor, you could show these couples how they can afford a home sooner rather than later.

*You can expect good results from farm marketing- 20% of the farms business by the end of the second year; 50% by the end of the third year, and up to 75% after that.*

~Joyce Caughman,  
author of "Real Estate Prospecting"

### What You Can Expect

Marketing to your warm list will bring you the best results

immediately. Marketing to a cold list will take time, but the rewards can be substantial. Success comes when you have a plan and you stick to it.

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