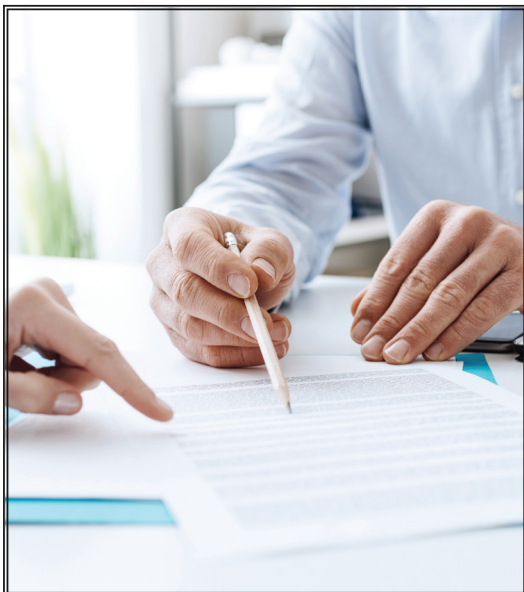


Partner Up

A Special Report on Finding and Co-Marketing



Our goal is to provide helpful tools to get your joint marketing plan off the ground and running smoothly. This guide will outline five important steps you can follow to get a plan in place that is effective and affordable. Let's get started...

Step 1. Identify who you want to work with. Although this may seem like a "no brainer" the fact is that it may take some time to find the right partner. Two of the most important things to consider are to:

- Look for a partner who can help you build your business and you their business.
- Choose a partner who has similar goals and business ideals so that your partnership is rewarding both personally and monetarily.

Step 2. Identify the types of value added offers you can provide. Think of this value-added offer from two perspectives:

1. How can you help your partner be more successful?
2. What types of offers can you provide prospects to entice them to call you?

A Few Ideas:

- Discount the closing costs or waive application fees.
- Offer flexible closing arrangements.
- Be available 24/7 (make sure you are really ready to do this if you offer this benefit to your partner and/or clients).
- Mobile consultation service for clients. You go to them - whether it is your partner or your clients.

The key is to focus on what will set you apart from the other professionals in your industry. Offering benefits that are unique will help increase your options for partnering up, as well as increase the response rate on your marketing efforts.





Step 3. Identify a geographic area or niche you want to target. Brainstorm ideas about the geographic areas or niches you want to pursue. A highly defined target market sets you apart from your competition. Finding your niche and developing it also protects you from economic changes.

A Few Ideas:

First Time Homebuyers	Sub Prime
Renters	Commercial Loan Candidates
Newlyweds	Your Own Neighborhood
Investment Property Owners	Expired Listings
Reverse Mortgage Candidates	

Step 4. Choose the type of marketing you want to use. Once you identify the geographic area(s) and or niche(s) you want to target, list the possible co-marketing methods you would consider using.

A Few Ideas:

Postcards Postcards have the highest read rate, and are an inexpensive way to get your information out to a large number of potential clients. Often times you can purchase a list of your target market from title companies or list companies.

Door Hangers If you have the opportunity to walk your target neighborhood, Door Hangers are a great option! You can meet your potential clients as well pass on your information! Be sure to add value with your marketing pieces too... use door hangers that outline Landscape Tips, or Home Tips. Using products that provide helpful information are likely kept close by for future use.

Special Events You and your partner can host a special event together. For past clients, perhaps look into renting out a movie theater for a couple of hours and invite all of your past clients to attend a special feature to show your appreciation - and invite their families too! Not only is this event memorable, it gives you the chance to meet your partners clients and have the opportunity to start new relationships.

For prospective clients, offer an Educational Presentation on a topic of interest like Investing in Real Estate or Understanding Your Credit Score. Educating your prospects with a joint event will form a team-like perception and will build trust quicker





All of our products can be customized as a joint setup. Check out joint marketing examples. And keep in mind these are just a few of the many ways you can market to your list(s). Don't stop here!

Special Note: Be careful when it comes to RESPA (Real Estate Settlement Procedures Act) violations. RESPA requires lenders to provide borrowers certain settlement cost and loan information throughout the loan process (i.e., the Good Faith Estimate, Settlement Cost Booklet, HUD-1). RESPA also sets forth certain requirements for loan servicing and escrow accounts. The statute further protects borrowers by prohibiting kickbacks and referral fees which may increase costs in the settlement process.

In an effort to make compliance with RESPA easier for you, In Touch Today provides, at no additional cost, split billing services.

Step 5. Identify your delivery method and how often you want to use this marketing method. As with any marketing technique you use, what you send and how often you send it will greatly impact your response rates. According to the NAR (National Association of Realtors) if you only put your name in front of prospects or past clients one to eight times a year, your results will be minimal at best. Frequency and consistency in your marketing message is critical to your success.

When marketing to prospects be sure to do the following with each marketing contact you make:

- Keep your name, face and offer in front of them on a regular basis so that they learn who you are and what you offer.
- Offer something of value so that prospects will pick up the phone and call you to request more information.
- Mix up your marketing pieces. Send a postcard one month, an educational brochure next, and newsletter the following month. People love variety.

For more information on direct mail marketing responses, make sure to download our Response Rate Special Report.

