

Reaching Realtors Through Effective Marketing Campaigns

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1 Decide which realtors you want to market to. Things to consider: Do you have any current affiliations to any firms or Realtors who could refer other Realtors? Do you have any niches in your business that would lend themselves well to certain real estate firms (i.e. they work with investors and you provide investment property loans)? Can your sphere of influence introduce you to any Realtors? Which Realtors in your area are top producers? Capture their names, addresses and email address for your databases.



2 Divide your database into two sections:
◦ Warm (those who know you) and cold (those who do not).

3 Know what value you would bring to Realtors you want to work with. Know why a Realtor should do business with you and your company rather than someone else. Differentiate yourself.

4 Plan your Strategy. Here are some marketing tools:

a. Mortgage Matters – weekly email to update Realtors on what is expected to happen in the market in the upcoming week. Realtors find this a very useful tool. <http://www.intouchtoday.com/mortgage/mortgagematters.htm>

b. Postcard Prospecting – mail postcards that let them know how you do business and what value you will provide. <http://www.intouchtoday.com/mortgage/postcards.htm#professional>

c. Greeting Card Campaigns- work well with gift certificates for referrals or just to open a door with a Realtor you want to work with – make SURE to follow up in that case with a phone call. <http://www.intouchtoday.com/mortgage/cardcamps.htm>

5 Be sure to follow up. Call and request a meeting to let them know how you will help them build their business. Some ideas:

a. Joint marketing – if you are willing to market with them, either to prospect new clients, (<http://www.intouchtoday.com/mortgage/postcards.htm#prospect>) or mail to both your databases jointly, both can cut marketing costs in half and double your warm market.

b. Tell them about Top Real Estate Strategies (free email for Realtors to help them build their business) or sign them up yourself at www.toprealestatestrategies.com

c. Help them write a business plan (http://www.intouchtoday.com/seminars/one_hour_marketing_plan_mortgage_handout.pdf)

d. Do seminars together. For first time homebuyers, real estate investing, etc. (<http://www.intouchtoday.com/mortgage/powerpoint.htm>)

e. Send them referrals (your clients/sphere who need a Realtor).

"In Touch Today makes it seamless to conduct business and produces a great professional product that allows me to stay in front of my referral network. I receive emails from my Realtors frequently complementing the market updates I provide weekly."

~ Buddy Kittle, HomeTown Financial Group

6 Most importantly, when you do receive a referral from a Realtor, 'wow' them with incredible service, great follow-up and constant communication. And be sure to capture the listing agent's

info and begin to market to them as well. Know what they value and how they want to be worked with (ask them).

Effective Marketing