

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.

Start Marketing