

Idea Fest!

42 Creative Promotional Tactics/Actions From Successful Agents Across the Nation

1. Put a brochure in every envelope you send. Use sections of the brochure for other uses – ads, press releases, etc.
2. Have your manager write a letter of reference. Use in brochure and/or portfolio. Put on the web on www.zillow.com or other sites that allow testimonials.
3. Have a famous acquaintance write a letter of reference. Use in brochure and/or portfolio. Use online.
4. Become renowned for something by the Realtor® community. Use in print promotions.
5. Tie in your newsletters with another professional (like a dentist).
6. Develop the team concept and promote it (title, mortgage company, escrow company, etc.).
7. Form a professional lead-exchange group. Meet monthly. Use your promotions.
8. Put a personalized marketing message at the bottom of every flyer. Distribute to target markets. State your specific, personalized service.
9. Before finishing a brochure, take it to your valued customers/clients for review. Send them a finished copy with a note thanking them and asking them to distribute the brochure to others.
10. Send a change-of address notice on your personalized stationery to all friends of your sellers (get list from sellers).
11. Use a “media alert” format to get an interview. Work with your marketing director for best results. Use a media company to place PR, such as www.newswire.com.
12. Volunteer yourself to your manager/owner as a media contact.



13. Put the media on your distribution calendar for all your personal marketing.
14. As a “thank you” for referrals to you, send flowers to the office of the referral source.
15. Send a letter with your brochure to expired listings – to FSBOs.
16. Make “teaser campaign cards” with little wording to get attention of your target market. Use spaced repetition to distribute.
17. Ask your satisfied consumers to place testimonials in online publications like www.Linkedin.com and www.Zillow.com .
18. Survey a target market. Call a newspaper for interview on the results.
19. Be an expert on a panel. Write a press release.
20. Multiply yourself. Exchange a difficult customer/client with another agent.
21. Send copies (email?) of your press releases to past customers/clients with notes telling them what you’re accomplishing. Put these in your newsletters regularly.
22. Write an article. Send reprints to all your contacts.
23. Make an audio CD for FSBOs or expireds as part of your personalized marketing program.
24. Bring your brochures to seminars and distribute them. Ask for referrals.
25. Decide on a competitive strategy and “live it” in all your promotions. Example: A fine pianist recorded Christmas music and gave it to all his past customers and clients.
26. Think of previous customers as links to new business. Who do they know that could buy? Example: A farm of 50-year-old to 60-year-old residents have children who could buy. Promote to that need. Create demand!
27. Promote a new service that you created as a result of client demand. Example: Call after every showing to give feedback.



28. Write a column in your local newspaper. Use reprints of your column in your promotions.
29. In your geographical farm: Do historical research and publish a book about the area. Promote these efforts in the press.
30. Use your company-sponsored community service to promote yourself. Have your picture taken at the event. Send with a caption to your target markets.
31. Give magnets with utilities, government phone numbers. Go to homeowners in the area with them after a listing presentation.
32. Give pocket calendars, jar openers or a snack clip. These are gifts of value and have a shelf life of five to ten years.
33. Match the gift to the market (first-time homebuyers – something practical).
34. Give a map of the area to new transferees.
35. Give a Christmas CD (perhaps of the high school choir) to valued clients/customers.
36. Give the National Association of Realtors® Home Guide to specific target markets. Suggestion: Put it in hotels.
37. Give kids Frisbees.
38. Have custom balloons made with your name. Use at open houses. Give to kids.
39. Offer a seller's kit to FSBOs. Get buyer referrals from FSBOs – even if you don't list the home.
40. Give a homebuyer's kit after your qualifying session with a prospective buyer.
41. Gifts after closing: Give a cookbook of regional dishes.
42. Buyers' or sellers' gifts at closing: Give an artist's rendering of their home. Make notecards that say "compliments of [your name]."

