

CRS DAY – BEST IDEAS
Agent Money Making Idea Exchange
Las Vegas, NV
November 13, 2007

Craig's List & YouTube

- Use Outlook with Respond by Pat Zaby.
- Visit the ad/flyer building website, www.postlets.com.
- Post your listings on www.zadzoo.com and www.craigslist.com.
- Post videos of your listings on <http://video.yahoo.com/> and www.YouTube.com.
- Visit these networking sites: www.facebook.com, www.secondlife.com and www.linkedin.com.

Customers for Life

- Throw parties for your customers (backyard BBQ or golf outing).
- Set up free CPR courses for your former clients.
- Set up a free notary service for your customers.
- Send them smoke detector batteries twice a year (spring and fall).
- Send a monthly postcard with a handwritten note.
- Send a card on their birthday, at Christmas and on Labor Day.
- Throw an appreciation party every year with your ten best customers.
- Send gift certificates for a pumpkin at Halloween and poinsettias at Christmas.
- Give your past clients a flag on Fourth of July.
- Use Top Producer to remember your client's birthdays, anniversary, purchase date of home, etc.
- Offer to set up a house warming party for new buyers.
- Send a yearly calendar in December and a notepad four other times a year.

Discount Brokers

- Focus on your point of difference and compare all of the services that a full service listing would give.
- Buyer's representation by agent – no one working for you.
- Use statistics against them.

E-marketing

- Take the CC's of e-mails from your friends and add them to your contact management system.
- E-mail your flyers to other agents.
- Pick up cards from other agents and add them to your e-mail database.
- Use an e-mail drip program that sends out a different topic once a week – cost is around \$15/month.
- Track your e-mails using www.MLXJet.com.

Foreclosures

- Work short sales – price 10% below market and drop the price every three weeks by 5% until it is sold.
- Put a link on your website to www.foreclosures.com.

Luxury Home Marketing

- Create a full color magazine with all of your listings that is distributed at fitness centers, grocery stores, etc. Vendors will pay for ads in the magazine.
- Create a private website for each home with virtual tours.
- Earn the CLHMS (Luxury Home Marketing) designation.
- Have an open house with other retail opportunities (luxury car dealers, piano dealers, etc.).

Marketing Ideas

- Have personal labels made for bottles of water you hand out at an open house.
- Purchase a moving van and personalize it with your branding. Let your customers use it free of charge.
- Deliver pies to referral clients personally.
- Host a holiday party at a restaurant where each customer brings two friends. Provide liquor and appetizers and free cab rides home.
- Ask your buyers if you can put a sign on their lawn that says, “*Your name* helped me sell this home”.

Orphan Adoption Systems

- Send an adoption letter and offer your client services (i.e. moving truck).
- Add them to your database and send birthday/anniversary cards.
- Add the buyers of your listings to your database.
- Put the buyer into your contact manager to call at 3 days, 10 days, 30 days and 60 days.
- Send a one-page summary CMA to every buyer of your listing or in your farm. Letter could say, “It’s important to keep track of the value of your home for insurance purposes”.

Pre-Listing Systems

- Send pre-listing packages via Fed-Ex.
- Include a short listing presentation on your website.
- Include statistics (Yours vs. Rest of MLS).
- At the first appointment, suggest a home inspection and appraisal.
- Have your assistant hand deliver the pre-listing package.
- Give your customers the [David Knox DVD's](#) to view.
- Create a virtual tour of the home.

Pricing in a Soft Market

- Ask the buyer, “What would you offer?”
- Discuss absorption rate with the seller.
- Offer a selling bonus to the selling agent.
- Schedule a house tour for other agents.
- Be prepared to not take the listing (walk away).
- Talk to the seller about failed sales.
- Reduce the price \$1,000 per day.

Referrals

- Set the stage early – at the first meeting. Plant a referral environment.
- Host events such as garage sales, holiday parties, contests.
- Keep up with past clients and their needs!
- Support war veterans – send important information to troops in Iraq and Afghanistan.
- Get an [NAR Relo Report](#) – attend a [CRS course](#) in that area. Make 50 new best friends – cost might be \$500, but the return on investment is priceless.
- Have different business cards to give to other agents in other areas for referrals.
- Travel to an area where you have targeted your clients are moving from and network with agents from that area.
- Get involved with your local [CRS Chapter](#)!