OLD FASHIONED SERVICE. TODAY'S TECHNOLOGY.

Birdsong Real Estate

EDWARD C. BIRDSONG

"AREA'S MOST ACTIVE HOME SELLER"



BUYER BONDING PROGRAM AFTER SALE

During first year after closing on home

1. Handwritten Thank you letter from Ed	$1.00
2. Twenty four color picture postcards stamped to change address/calendar	$15.00
3. Have Texas Tourism Book sent	$1.00
4. Shakespeare letter about home (1 month)	$1.00
5. Gift/ birdhouse or birdhouse quilt	$35.00
6. Gift certificate / Blockbuster ($10.00) 60 days	$10.00
7. Gift certificate / Pizza ($10.00) 90 days	$10.00
8. Car Wash ($10.00) 120 days	$10.00
9. End of year tax statements Homestead Exemption	$1.00
10. Address Stamper	$16.00
Total first year expense	$100.00

11. Additional items are added such as Beanie Babies with Birdsong Real Estate T-shirts plus one personal call each quarter. During the first year after a buyer sale we initiated our 1st year bonding program to ensure that our buyers will remember who sold them the home. In addition, to this specific bonding program we enter each new buyer to our yearly marketing program for life and they will hear from us an additional 36 times per year until they buy or sell again.

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