Of the very top agents in the United States, 95% of them are involved extensively in direct mail and/or mass e-mail distribution. There is no more powerful way to create and sustain a positive image to those around you. The key to a direct mail program is:

- mail only to your sphere of influence
- mail at least once per month
- be consistent in your mailing piece message

The most important consideration for people in recommending an agent is the relationship they have with an agent. Although, you may have many people who like and respect you, they will fall short of referring business to you unless they know you are consistent in maintaining communication with them. There is no more cost effective method of generating business than mailing to those people that would like to see you be successful. The flyers included in this section are mailed once a month. You will see both Seller's and Buyer's flyers. That is, flyers of homes and flyers of buyers and their individual needs. Each month, these flyers are folded together and bulk mailed to your sphere or e-mailed, which is much more economical, but with the many Spam filters today these emails may not make it through. If you have very few listings, but want to mail at least three flyers, as I recommend, then use the "we've just listed another home" idea. Remember, be consistent in your mailings and continue to add names to your sphere of influence mailing list.

Copyright © 2011 – The Top Producer Group, LLC – All Rights Reserved