Low or No Cost Marketing

Barbara J. Brady

1. Awesome Name Tag – Not just the institutional variety, but one that matches all my marketing materials – people will recognize you, I guarantee it!
2. Say "Thank You", Call everyone that sends you business, and say, "Thank you". Make it a heartfelt testimonial – "is there anything that I can do for you."
3. Call folks that surround new listings or when there has been a sale – check "do not call list."
4. Send out lots of "Press Releases" to local papers, etc.
5. Establish yourself as an expert and be sure the local Real Estate Editor knows that you will be a source of up-to-date information.
6. Volunteer – Increasing your sphere of influence and don't be afraid to let folks know what you do for a living!
7. Magnetic Panels attached to car!
8. Three second presentations – using your business card. Just make it an affirmation; I will pass out 10 business cards a day!
9. Call your customers – "you have heard of hour of power", also call those that cross your mind – "just thinking about you."
10. Open Houses – Good way to meet neighbors and buyers. Bring along updated neighborhood information. Distribute fliers to neighbors in advance and them that you will have information about recent sales and trends at the open house, so be sure to stop by and you will have a packet just for them.
11. Establish "Bird Dog" relationships with neighborhood folks, employers, churches and synagogues – people love to refer their friends.
12. Stay in touch with previous customers – invitations to community events, etc. Try to keep it simple and consistent – plan you schedule and work you plan!
13. Use your MLS system – it's FREE to send updates to closed customers, customers who have recently asked for a listing presentation or buyers with whom you are working – Some folks have access to SOAR! Everyone wants to know what is going on around them.
14. Directional Signs – very inexpensive and customize them with your name and logo. Some municipalities restrict use of signs.
15. Crockett Team has special shirts they wear to the gym – "Ask me about real estate" – really big print, too!
16. Get out and see people – it's amazing how many people I run into at the grocery store!
17. For community events – like a neighborhood Easter Egg Contest – donate a really special basket, or stuffed animal as the top prize and you make the presentation.
18. School coloring contest – drop off the fliers at the school with the template, dates for returning the fliers via mail to your office. Make a donation to the school and award students with a gift certificate to "Toys R Us", for example. This can also be an essay contest, "Why I love the United States", or "I am so glad to be an American." Call in advance and speak to a teacher and discuss your plan – they may have a special program that would work out well for them. Take pictures of awarding the prizes and submit them to your local paper.

19. Go door to door and distribute "magnets", "packets of seeds" with a personal Message "I am neighborhood real estate specialist, ask me anything you want to know about real estate, my goal is to provide excellent service and I can guarantee you that I am the hardest working Realtor® you will ever meet."
20. Have some tickets for a concert, play, etc. Call as many previous customers as you can. "Hi, this is Barbara Brady at Coldwell Banker. You're not going to believe this but I have two tickets for Mamma Mia I will not be able to attend so I am calling as many folks as I can because I do not want to see them go to waste – call me back as soon as possible if you guys can use them."
21. Have a lender and title company sponsor a seminar – invite them to do the mailings and provide refreshments and you will be introduced as the expert Realtor® - for example, 1031 Exchange!
22. "Barbarize" a home – once sold "Buyer Controlled" or "Listing Controlled" place crack and peel labels on hot water heater, air handler with your contact information. Another great idea is post a label on the air handler for service dates.
23. Distribute lists of inventory to the guards at gated communities. Update the list weekly. We just sold a buyer for $2,500,000 for absolutely nothing!
24. Meaty web page – Neighborhood Updates in lieu of mailings
25. Magnet provided for Neighborhoods with site in order to be update
26. Market Snap Shot from Top Producer give lots of information for those who are snooping around
27. Just Listed and Just Sold Postcards Refer Customers Back to Market Snap Shot
28. Rainmaker – got a lead; set it up for a drip system for contacts via e-mail. You set up the letters and the date for mailings. Periodically you can check with your leads, as far as $, it's like nothing!
29. Blogging – it's free, www.wordpress.com and link it to your Splash Page, too! Secret is . . . you must blog consistently.
30. Lowes Discount for Customers – 10% off purchases up to $1000.
31. Customer Appreciation Tea – Cost per customer is $27 per customer
32. Powerful Ad in Local Paper – Answers Questions in Today's Market
33. Continually ask for referrals – it's amazing what happens and the referrals that pour in when the task is to ask!