

Create Your Database Touch System

Recommended 27-33 Touches each year.



Newsletters

- Personalized, value added
- Hard copy at beginning of month
- Electronic copy mid-month
 - K.I.T.S
 - Morris Marketing
 - DMS Marketing
 - Realty Connections



Market Report

- Complimentary CMA
- By email or mail
- Once or twice per year
- Unsolicited
- Solicited



Milestone Gifts

- A Card or Small Gift
- Anniversary of home purchase, birthday, special occasions
- SendoutCards.com



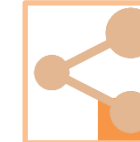
Service Directory

- My Client's Recommend...
- Homeowner Trade & Services
- Yearly by email or mail
- www.clientlinkt.com



Pop By

- Deliver holiday-related gift, annually.
- Special gifts for A & B list clients
 - Spring, summer, fall
 - Ex. Ketchup, Relish Mustard packs for BBQ



Social Media

- Comment and respond to your supporters social media postings or updates
 - Congratulate
 - Ask How's business? How's life?



EMAILS – send monthly

To: Client

CC:

Subject: Real Estate Update – March xxxx

Dear Client,

In Kelowna, there were 101 sales in the month of March. This represents a seller's market with a 55% sales to new listings ratio. For March xxxx. Sales for March xxxx were up by 40 units compared to March xxxx.

The Kelowna listing inventory increased by 15 homes compared to February xxxx and increased by 4 homes compared to March xxxx. The average price year to date (YTD) is up 9% compared to March xxxx and is up by \$71,149 compare to February xxxx. The Kelowna median price decreased by \$22,000 from February xxxx to March xxxx (\$2,320,000 to \$2,298,000).

Kelowna – March xxxx

Sales	101	61
Sales YTD	266	168
Avg. Price YTD	\$2,713,381	\$2,479,385
Active Listings	488	484
Median Price	\$2,298,000	\$1,868,000

Thanks!
Realtor

Realtor Smith | Brokerage

Here to Help YOU!

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Special Events

- Ideas:
 - Movie Morning
 - Baseball Game
 - Home Show Tickets
 - Family Skate
 - Home Buyer / Seller Workshop



Calls

- Contact 4 times a year
- Open all calls with something of value
 - Recent sales
 - Interest rate
 - Price rising or falling
 - Invitation to client event
 - Congratulations call



Quick Messages

- Leave spontaneous messages
- By text, voice, note email
- Personal and meaningful to them
 - Just noticed the new landscaping you have done - beautiful!

Post Sale Service – Implement effective system

1 Day, 1 Week, 1 Month

Post Sale Service

1 Day and 1 Week after Closing

- Hello ____, this is {realtor}, with _____. I wanted to give you a quick call to say thank you for the opportunity and to check in, just in case any challenges or concerns came up regarding your new home.

30 Day Call – Buyer

- It's been just over 30 days since your move and I wanted to let you know that I am still in touch with the seller. Have any questions popped up since our last call that I can assist you with?

30 Day Call – Seller

- It's been just over 30 days since your move and I wanted to ask if any questions popped up since our last call that I can assist you with?



Goal = 27 – 33 touches

Idea / Strategy	# of Touches	Annually
	Recommend Options	YOUR PLAN
Monthly Preferred Client Update Newsletter	12	
Send Comparable Market Analysis	2	
Card or small gift for new home, anniversary, birthday, special occasion	1	
Homeowner Trades & Services Directory	1	
Holiday related, thoughtful gift	2	
Comment on your supporters' social media	2	
Permission based CUEs (eNewsletters)	12	
Personal invitations to special events	2	
Contact your database in person or by phone	4	
Leave spontaneous messages	1	
Post-sale follow up for buyers/sellers	3	
Totals	42	