



Succeeding through the 'tough' times - Newsletter 2009/2

FREE REAL ESTATE INDUSTRY NEWSLETTER

BY LANE CATHCART
LINKLEARN.COM.AU

LinkLearn and Realty Innovation have come together to provide QLD with all of the Real Estate Industry's latest information through our free newsletter.

Also included will be advice from Industry experts on; succeeding through the tough times, increasing your strike rate with clients, productive marketing, and much more.

Our newsletter will be reaching over 20,000 people within QLD.

If you would like to include an article about your office or a particular subject (at no cost) in our next issue please contact Lane Cathcart on 0431 484 138 or LaneCathcart@LinkLearn.com.au

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CHEAPEST & MOST SUCCESSFUL MARKETING

BY RAYMOND KUCELI
DUBAI REALTY

During the tough times it is extremely important that you conserve your marketing budget and only spend wisely.

The cheapest, easiest and most successful marketing is marketing that you don't even know that you are doing.

It is also 5 times less expensive and 10 times more effective.

Guess it yet?

It is word of mouth!

I have put together some ideas to help you get people to start spreading the word.

Your best marketing tool to prospective clients are in fact your current and previous clients. This isn't a revolutionary concept however it isn't used enough.

The goal in sales is still to make the sale, however when you have that signed contract don't immediately cease communications with your clients, they will get you new ones!

1. Record details

Set up on MS Outlook a contact for every person you speak with and take notes of every conversation you have with them. If they mention birthdays or if they are going on holidays etc. - record it on the contact Information on MS Outlook. The next conversation you have with them, ask them about the event, or send them a card - you will be surprised how much people appreciate this attention to detail.

I was once told that a customer doesn't care how much you know, but they know how

much you care. Therefore make sure that the person believes that you actually do care about their situation. If you do this and they aren't just another number you will gain business from their friends, family and neighbours.

2. Over deliver

Why not spend some cash and buy the seller and buyer a gift upon settlement? Don't hold back! Doing this may get you another sale.

A well known Real Estate Agent told me once that he always remembers something that the buyer and seller like (i.e. a particular wine or chocolate). Upon settlement he will always buy the buyer and seller a particular gift that they have mentioned they like.

3. Testimonial

People always like hearing good things about you from someone else, and this is why testimonials are key to your business.

After you have looked after your client and got them then best result. Ask them to if they could spend a little time to put together a few sentences about their experience during the sales process.

If you have followed idea 1 and 2 then they should be delighted to provide a glowing testimonial. Once you have this testimonial use it to market in the area.

4. Referral

After you complete the sales process make sure to ask the client if they know of anyone that is looking to buy or sell their property. If they have been happy with your assistance they will be more than happy for you to help the person that they know. Don't rely on them to do it without you asking!

12 STEPS TO EFFECTIVE DIRECT MAILOUTS

BY DAVID CATHCART

CATHCART CONSULTING

Most letters from direct mail outs end up in the rubbish bin and never read. Hopefully with these 14 points your next mailout will not end up with the trash.

1. What is the point?

Do not start your letter with indistinct jibber jabber you will lose the reader. Get to the point early. It is said that if you don't grab the reader's attention within 3 seconds you won't grab it at all.

2. Shorter is better!

Keep it simple. Keep it concise.

3. Benefit vs. Feature

Customers don't care about the features of a product or service. They only care if it is a benefit to them. If you list the features, include what the benefits are of these features.

4. Talk not write!

Personalize the letter and write how you would talk.

5. Mailouts are marketing not sales.

Concentrate on generating interest in your product or service rather than trying to sell. You are best trying to sell over the phone or face to face, so drive the mailout marketing to make contact with you—and then you can sell away.

6. Dumb it down.

Most of us read at an Year 8 level, so don't make it too technical and sophisticated or potential customers will stop reading it.

7. White is right.

Use short paragraphs or even better are bullet points. Readers get turned off by heaps of text.

8. 1 Page only

People are usually busy. Get straight to the point. Explain the benefits. Use white space.

9. What can they get for free?

"For more information contact..."

"For a free appraisal call..."

10. Create urgency

If they is no deadline for an offer people will usually put it off, and then forget about it. Create a deadline so they act now!

11. Include testimonials

Potential customers like having the opinion of someone else—including some testimonials from your happy customers will give confidence to these potential customers.

12. Be regular

Send out regular marketing. Make sure that the receiver doesn't forget who you are. Try to send information fortnightly.



COMMISSIONS DOUBLE FOR AGENTS IN 2009

BY ROGER CLARK

REALTY INNOVATION

It happened in 1982 then again in 1991 after the "Recession we had to have" and in 2000 after the "Tech Wreck". We have seen these real estate market changes before and some agents will definitely benefit.

In 2009 some real estate agents will double their commission income, some will make less in 2009, others who haven't made enough in 2008 will leave the industry for inferior positions.

As I write this article for our February newsletter the year ahead looks bleak for sellers and agents and agencies that haven't fully adapted to the new paradigm.

Nobody expects a return to boom conditions in 2009 so agents and agencies determined to increase their commission income will have less competition but must become more competitive.

If you are uncertain of your future in real estate and would like to take steps to ensure your success, we have the answers, the coaching and the program to ensure your success.

We have been coaching the best agents in changing times now since 1995

To learn more about the benefits and services available and how to increase your commission income in 2009 phone - Roger Clark on 0419 950975.



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