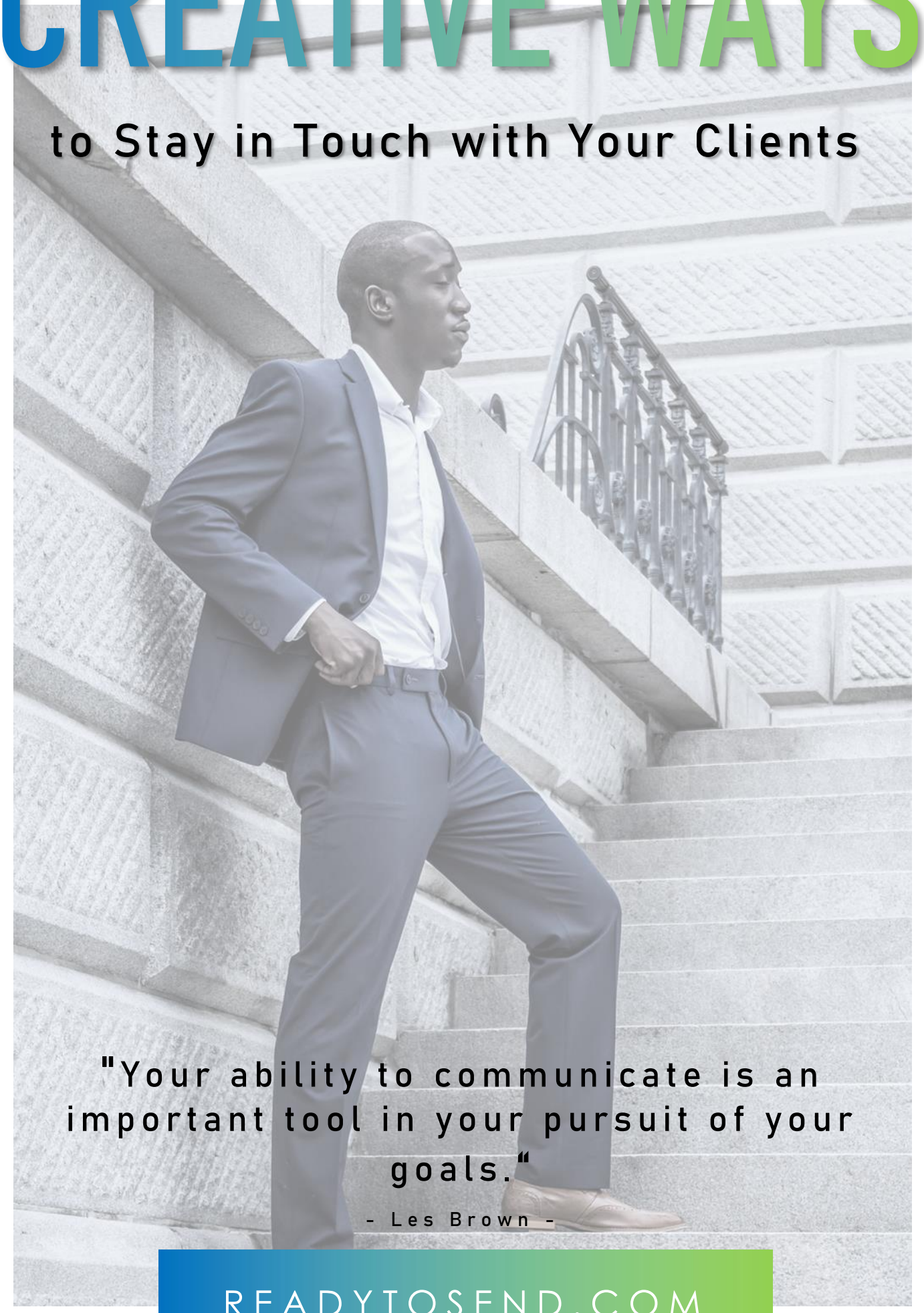
CREATIVE WAYS

to Stay in Touch with Your Clients



"Your ability to communicate is an important tool in your pursuit of your goals."

- Les Brown -

READYTOSEND.COM

SEND A MONTHLY NEWSLETTER

Send a monthly newsletter with interesting articles & market trends as well as events in their neighbourhood.

Consistency builds trust. When your emails are consistently arriving in their inbox, your clients start to expect them. They start to trust you.

If you fall off the radar, they are left to wonder if you are still in business.

TIP 1

TIP 2

CELEBRATE THEIR HOME ANNIVERSARY

Send them an anniversary eCard annually on their property registration date.

Their property needs *will* change and your eCard may be just the prompting they need to get in touch with you.

SEND BIRTHDAY WISHES

Tip 3

With the death of snail mail, a birthday card specifically is becoming a rarity.

Enclose an offer to celebrate. Most people feel very self-indulgent around their birthday and may treat themselves to a special offer from your company.

Making it date-specific will push them to act.

Tip 4

POP IN FOR A CUPPA

Pop by from time to time to remind them you care about them.

See how their family situation has changed since they bought from you. Add any new information that comes from the meeting to your CRM system.

MOVING UP?

Give them a call after they've been in their home for 7 years & ask them if they are thinking of moving.

How will you remember? Schedule it now!

BE A GOOD NEIGHBOUR

If you're on show in the neighbourhood, send a message like "I'm showing a house down the road today and I'd love to pop in and see how you're doing."

JUST LISTED

Send a 'Just Listed' email for homes in their area.

They may very well have friends keen on living in the same neighbourhood.

START A REFERRAL PROGRAMME

Start a real estate referral programme and ask your past clients to recommend you to their friends.

People are more likely to get involved if there is something in it for them.

HAVE A BLOG

Blogging about your expertise is a great, indirect way to stay in touch with clients.

Show your client that you can solve problems and that you know what you're doing.

Blog regularly and write about things relevant to your industry.

STAY SOCIAL

Tip 10

Monitor clients' social pages. Graduations, engagements and new appointments are leading indicators that property needs are about to change, so be quick to congratulate!

Adult children may be looking to enter the property market for the first time.

Parents may need to scale down or might take the opportunity to move to the coast.

3 POWERFUL DIGITAL MARKETING PACKAGES . . .

. . . WITHOUT THE HIGH COSTS

BIRTHDAY eCARDS

NEWSLETTERS

SOCIAL MEDIA

READYTOSEND.COM

MONTHLY TOUCHBASES

JANUARY

- [ ] New Year's Greeting
- [ ] Monthly Newsletter
- [ ] Sporting Fixtures

FEBRUARY

- [ ] Monthly Newsletter
- [ ] Valentine's Day
- [ ] Recent Sales eFlyer

MARCH

- [ ] Monthly Newsletter
- [ ] Human Rights Day
- [ ] Sporting Fixtures

APRIL

- [ ] Monthly Newsletter
- [ ] Freedom Day
- [ ] Listing eFlyer

MAY

- [ ] Monthly Newsletter
- [ ] Mother's Day
- [ ] Sporting Fixtures

JUNE

- [ ] Monthly Newsletter
- [ ] Father's Day
- [ ] Youth Day

MONTHLY TOUCHBASES

JULY

- [ ] Monthly Newsletter
- [ ] Nelson Mandela Day
- [ ] Home Maintenance Checklist

AUGUST

- [ ] Monthly Newsletter
- [ ] Women's Day
- [ ] Sporting Fixtures

SEPTEMBER

- [ ] Monthly Newsletter
- [ ] Spring Day
- [ ] Heritage / Braai Day

OCTOBER

- [ ] Monthly Newsletter
- [ ] Breast Cancer Awareness
- [ ] Sporting Fixtures

NOVEMBER

- [ ] Monthly Newsletter
- [ ] Thanksgiving
- [ ] Mo-vember

DECEMBER

- [ ] Monthly Newsletter
- [ ] Happy Holidays
- [ ] Sporting Fixtures