

AAR 2009 WINTER CONFERENCE

Prescott, Arizona

MARKETING SECRETS for TODAY'S REALTOR®

2:45 to 3:45 p.m.

Objective: To share low cost ideas that work, that distinguish you from your competitors and are surprisingly simple, quick ideas to arouse interest and build trust, to get to “Yes” faster.

I. Listing Secrets

- A. Arouse Interest and Curiosity to establish YOUR USP quickly
1. The **“House Card”** \$.50 for 10 business card sized House Cards
 - a. Perforated Blank Business Cards
 - b. Inkjet Printer
 - c. Camera
 - d. Great “Ice Breaker” for “Warm” listing prospects
 2. The **DVD “Featured Home”** Pre-listing System under \$1.00 each
 - a. Computer w/DVD or CD Burner
 - b. Avery Labels
 - c. DVD's or CD's
 - d. Include your “I Love Me” info, photo's, neighborhood amenities
 - e. Powerful Presentation for “Warm” higher priced properties
 3. **“Call Capture”** technology \$99.00 set-up, \$30.00+ per month
 - a. ARCHtelecom.com 24/7 Real Estate Info Center
 - b. Great at Listing Presentation
 - c. Captures Buyer's phone numbers for sign or ad calls
 - d. Helps get Price Reductions
 - e. Great for all listings

II. Proper Pricing Secrets

1. **“Statistics You Must Know”** form from Rick DeLuca
2. **“Calculating the Absorption Rate”** form and the Knox Pricing Illustrator available at www.DavidKnox.com
3. The **“Pricing Your Home to Sell”** Video for sellers from David Knox

III. Rick DeLuca's www.RealEstateIdeaClub.com

1. Great low-priced, highly effective Broker/Agent Training Aid
2. Free Monthly 45 minute Tele-seminars
3. Stimulates “Back to Basics” thinking and motivation
4. First month FREE, then \$19.95 per month

IV. www.VTour4Free.com

Easy to Build Free Virtual Tours

V. www.RealEstateToolShop.com

Property Specific Websites e.g. www.123Mainstreet.com just \$45.00

What is Your “Best Kept” Marketing Secret?

Gary Fenton, CRS

Director Agent Development

RE/MAX Integrity, Realtors®