



THE 50 BEST MARKETING IDEAS FOR THIS NEW REAL ESTATE REALITY

POWER AGENT® BRAINSTORMING SESSION APRIL 2020

What do you get when you put almost 150 **Power Agents®** on a Zoom call for a solid hour plus to share ideas, strategies, and solutions for building your business in a New Real Estate Reality?

You get magic, that's what you get.

You get a sense of community and a coming together and a sharing of stories, and a melting pot of incredible insights. We are so incredibly proud of you all. We're humbled and moved and motivated to continue to bring you the best of the best training, coaching, and resources to help you do what you do best—serve your communities at extraordinary high levels.

Below is the synopsis of ideas from our session. Which ones will YOU want to put into play?

Ready, set, GO!

1. Calling and checking in with sphere of influence. Results have been great. People are enjoying the contact. Just asking, "How have you been? What have you been doing?" Focus on keeping it personal, not talking shop. If asked how real estate business is going, giving a simple answer, "Just learning about this new real estate reality."
2. Going through the list of past clients who hadn't left a review and contacting them to check in and ask if they wouldn't mind. Surprising how many were happy to do it.
3. Went on Etsy and got custom seed packets made with name and contact info, had "seeds of hope for a better tomorrow" written on the packs. Bought individual items and assembled, then mailed out to clients with a note that said, "Think of me when they bloom".
4. Went through Gmail and started at the oldest email and looked for people who had asked a question regarding real estate that had phone numbers and started calling every person (earliest from 2008). Talked about how experience with COVID told clients that I just wanted to connect with people because isolation is hard. Had great conversations. People are so happy to have someone reach out.
5. Started reaching out to clients, beginning with my A group and best referral

sources. Spoke with one who had sewn items for one of my babies years ago. She was now unemployed because of the virus, so I hired her to sew 200 masks, which I then mailed out to her clients with the seamstress's name in case they wanted more. This client got tons of calls and had a new source of income during isolation. She made more money in a month just from sewing more masks, and I made a lot of clients happy.

6. Reaching out to sphere with text messages first by using info from NYC alerts, and other information sources, just to keep my clients updated on what was happening in NY on a daily basis. Not regarding real estate, but other things of value. They were very responsive!
7. Got a phone case with the phrase: "Chaos is a ladder; the climb is all there is." This is now a reminder that with all the chaos, my phone is the ladder to get out by staying in touch with clients, mentors, and the world!
8. Doing educational zoom seminars for clients for their knowledge and exposure. Chatting with different professionals. Estate planner mortgage lender, attorney etc. It connects me with sphere and the attendance has been great.
9. Got hand sanitizer bottles my contact info and logo on it and mailed to clients with a nice note about staying safe and reminding them that I'm here for them.
10. Bought flags and put them by the curb in a big bucket for neighbors to take one for their yard. Now the neighborhood looks festive!
11. Created a community library in my front yard – filled it with books and games, now people are sharing theirs as well. It is helping everyone stay busy, especially those with kids.
12. I have organized a Birthday car parade for the community for kids who are quarantined during this time and I'm now planning a graduation parade for the high schoolers who won't get a grad party.
13. Bought dinner and delivered to some of past clients who work in health care.
14. Marketing to local farm area and contacting clients
15. Wrote handwritten notes to everyone with beautiful cherry tree blossoms

on the front that remind people of hope. Had a great response from people. Focusing on keeping and building relationships.

16. Offering help like grocery runs for the seniors in my community.
17. Been updating CRM and following up with past clients.
18. Working on her Facebook page that has DIY and home decorating ideas. Had a contest on room makeovers and offers ideas for updating homes now that people are stuck in them. Focusing on taking care of your home and increasing the home's value.
19. Beefing up skills with lots of webinars and looking to get some NAR designations and update credentials since NAR and state associations are offering so many at a discount or free.
20. Learning how to do everything virtually and improve my tech skills!
21. Lost an office worker to COVID just in the last couple days. Has cooked several meals for people who have trouble getting out.
22. Had 200 dry erase boards, called her past clients just to connect, not talking business, though many calls then turned to real estate questions and leads. Would send the dry erase boards after each call as a follow up.
23. Started a food drive to help the local food pantry because they were out of food.
24. Sent postcards with a message, "Has being stuck in your home make you love your home more, or want to renovate or move?"
25. Sent Passover cards. The response to a simple holiday card was amazing.
26. Using videos on Facebook and teaming up with companies "Real estate variety minute." Focuses on different topics related to mortgage, correcting misinformation, and evictions. Posting interviews on Facebook about mortgage titles, insurance, etc. on Online Community sites. Other videos posted on Facebook to motivate and uplift, keeps it personal touches to keep people updates, I do a little blurb about business at the end.

27. Has been out showing homes, and doing a lot of networking and zoom meetings, contacting sphere and farm.
28. Making a huge BBQ dinner over the weekend and will deliver it to all the homes that request it.
29. Gave buckets of chalk to families with kids so they can have something to do outside.
30. Found local vendors with supplies (hand sanitizer, paper towels, toilet paper, cleaning supplies, etc.), then posts it to Facebook to let everyone know which store has what items.
31. Sends seniors birthday cards and packets of seeds, along with offers to help in whatever way they need.
32. Has been switching over to Power Agent CRM and website because it is so much better than the one I had been using.
33. Setting up virtual seminars for first time homebuyers. Using community professionals to help share info. Sharing info about using tax returns to use as a down payment.
34. Keeping people informed with market updates and insights. I'm now a webinar junkie to get info then I feed that info to social media and clients.
35. Has become a zoom tech expert, offering to help other people to learn how to use zoom so they can connect with family and friends.
36. Learning Command CRM on Zoom with their training. Now, working on a list of addresses and phone numbers from the web.
37. Sending voice texts to sphere and potential clients. They love having the face and voice to put to the name when I initially reach out. Learning to put video in the emails too.
38. Been doing BombBomb videos to sphere and past clients. People are not starved for communication, they are starved for connection, and the videos are a great way to connect. People love waking up to have a personal video.

“Drove past your house, your landscaping is fantastic! Just wanted to chat and connect!” or “Happy Birthday!”

39. Have Facebook groups for all the communities I serve. I post pictures of people waving or out in the yard to build sense of community.
40. Arranging “happy hour” zooms.
41. Keeping up with designations and educations.
42. Making sure all current listings have great pictures and 3D tours. (New stats say listings with tours have 50% more viewings and are saved 60% more.)
43. Buy meals or groceries for first responders and service members.
44. Gift cards to grocery workers as a nice surprise.
45. Walk the neighborhood farm picking up trash and arranging a clean up day.
46. Deliver donuts and treats to local hospitals, fire stations, and police stations.
47. Interview local small business owners via Zoom to share what they are doing to give back to the communities.
48. Interview teachers from the local schools to spotlight how they make a difference.
49. Give Blood and share how others can do so safely at this time!
50. Learn your CRM and tech tools!

What an exceptional opportunity to share ideas and connect with one another. The first of many Power Agent Virtual Connections and Zoom Parties we predict for the future.

Thank you all for participating.

Know this, our entire team is here for you, not just during times of chaos and challenge – but through it all.

**We care deeply about your success
and your future.**

Need us?

Simply hop on a chat at www.ThePowerProgram.com
or pick up the phone!

We can be reached at (800) 395-3905.