



40

BEST MARKETING IDEAS

for this new Real Estate Reality



**POWER Agents® -
Thank you for your
participation!**

There is so much power in Power Agents® coming together. In this brainstorming session, members brought bright ideas and super strategies to the table. Thank you to all who participated. You are all POWERFUL!

We pulled FORTY great tips to share
with you from Brainstorming Session
Number Two!

Take what works for you!

1. Use VideoAsk.com to get video testimonials that you can use on your site and in your social media.
2. Consider using ReminderMedia.com to have full color magazines printed. You have the ability to choose the cover and articles, include your ad and photo, and even team with a business partner such as a lender to take the back cover and split the cost. At the time of this session, our Power Agent® was paying \$199 per month to have 50 sent out – there is also an option to send the digital version. The print version has a tear out card that is a recipe card that has your name and contact information. 50% of the people she sent to called her in response!
3. You can have extra ReminderMedia.com magazines printed to leave at places like doctor's offices and auto centers.
4. Share links on your social media platforms for families about museums, or other organizations that are doing fun virtual tours or events, as a service to your community.
5. Send hand-written notes to people in your sphere with messages of hope, resilience, and kindness.
6. Send holiday greeting cards to your sphere.
7. Send holiday postcards to your sphere and farm.
8. Be consistent! One member said they've been sending something every holiday for 20 years and people call to say "We have to list with you!"
9. Send Just Listed/Just Sold Postcards.
10. Send the 4 Best Prospecting Letters from your Farming tab!
11. Use BoxBrownie.com to enhance your listing photographs and create a virtual tour. (There is a \$40 credit coupon in your Tech Tools tab!)
12. Watch the Best Tech Tools webinars on demand for Virtual Listing Appointment tips.

13. Be mindful of the tone of emails and mailings during turbulent times. Serve – not sell.
14. Showcase your hobbies or talents as part of your business model. Such as Kevin who has a drone photography business. The two go hand in hand!
15. Partner with sellers to take photography when you're not allowed inside the properties.
16. Use digital floor plan technology to include floorplans in your listing – very effective right now and in demand!
17. Use listing syndication tools/services.
18. Use Zoom, FaceTime, Google Meet, or House Party app to virtually show properties to buyers.
19. Share links to listing videos via text.
20. Create video tours of your listings
21. Have a pie party for the upcoming holidays – send out emails/postcards sharing when and where people can reserve theirs and how to receive their pie!
22. Rent a truck to deliver your pies with a happy holiday banner and your logo/site on it – that way you're getting recognition in the community as well.
23. Use the SmileSTOP ideas from this brainstorm or head to the Smile Techniques tab in your classroom.
24. Use an iPad to do a virtual tour.
25. Practice virtual meetings with friends and family so you can get comfortable with the technology.
26. Label your listing photos with the names of the rooms. (Master bedroom, living room, dining room, 2nd bedroom, etc.)
27. Get the rental leads from colleagues that aren't interested in following up! One agent converted four of her six leads into buyers and successfully placed the other two.
28. Best leads come from living life, community involvement, volunteer, work, friends, and family. Use your sphere of influence.
29. Use Zillow leads and other lead services sparingly – watch for conversion rates.
30. Use your past experience as a niche. Former police officer is now doing Buyer and Seller Q&As for police and fire departments in the area (Did five Zoom calls in one day). Drops off treats with contact information and workshop information. Other example professions: Teachers, counselors, military, etc. Recognize that you are more relatable and “speak the language” of people that are currently in those fields and that will help you to help them more effectively. Can you use your past connections from a former career to find new ways to prospect?

31. Use Facebook to share safe showing techniques during this time.
32. Be community service minded by volunteering in your community.
33. Join your local chamber of commerce, Kiwanis club, Lion's club, networking groups, etc.
34. Host virtual buying and selling seminars.
35. Use your weekly coaching calls as a way to stay focused, problem-solve, and set your intentions for the week.
36. Get stronger in your technology skills (look to Tech Tools and Training tab in Classroom) – technology needs are not going away.
37. Sponsor a food truck to come into your neighborhood farm – it's a treat for the neighborhood – and food trucks are small businesses that need our help right now. See if they will put a banner up that you are sponsoring free fries or an item on the menu.
38. Build good relationships by recognizing front line people in your community by offering pizza, or meals, or coupons, or even just recognition.
39. Snap fun pictures of your community/neighborhood farm and text it to people in your sphere with a fun caption. One agent got four referrals in one week just because she took this approach. She sent out texts individually and with purpose.
40. Remember during stressful times that feelings are not facts. This differentiator will help you discern what is real and what is anxiety based on what is going on.

What an exceptional opportunity to share ideas and connect with one another. Thank you all for participating. Know this, our entire team is here for you, not just during times of chaos and challenge – but always. 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.