



Special Report

exclusively for Realtors in Maricopa County

Are you frustrated spending
thousands of dollars on marketing
that's produced little or no leads?

Your Company Name

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Are You Getting Your Share?

The Department of Real Estate announced last week that more than 100,000 homes were bought and sold last quarter? Did your marketing efforts yield the return you expected?

I've spoken with several agents over the past couple weeks. Each of them said it used to be that you could simply mail a postcard to your farm area and you would get a half dozen leads with one of them converting into a listing. But today has changed since it's become much more competitive.

How can your marketing compete for attention among prospects when there are over 30,000 licensed Realtors in Maricopa County bidding for the same business? If your marketing isn't producing results, someone else's is. Homes are selling like hotcakes. Contracts are being secured within hours of homes being listed. If your marketing is falling short of your expectations, then you're losing opportunities.

And if that wasn't bad enough, with no leads it can create some strong emotional stress. One particular Realtor I interviewed last month said she's lost some listings because she knows that in her presentation she had come across too desperate for the sale. This is called commission breath.



What is one new lead per week worth to you?

Marketing for any type of business is the key for success. If your marketing plan began producing a reasonable return, even one new lead a week, you can quickly turnaround your performance. From the Realtors I work with, we know from marketing together, that we'll produce one quality lead each week that converts into a sale over the next four months.

This can pump up someone's income quickly. Then with the increased earnings, you can expand your marketing efforts. As you know, this cycle won't last forever so you want to strike while the iron's still hot.

"Since working with Jeff Nelson, I've increased my business by 25% over the past 6 months.

I have more leads than ever before and have cut my marketing budget by 33%."

Mary Smith
ABC Realty



Why You're Stuck!

Over the past six months, I've interviewed over two dozen Realtors who have been frustrated with their marketing results.

Firsthand I've discovered two major things that hold back their return on investment.

First, they don't have any consistency. To have impact, your message must reach the same audience multiple times. Studies show that people won't take any sort of action until they've seen your message at least 7 times.

Secondly, they didn't continue marketing to the same audience. Every successful Realtor I've worked with always had one thing in common; they marketed to the same farm for years.



How to Fix It!

Fortunately, the things I described are easy to fix. First, commit to achieving more consistency in your marketing. Don't give up too soon because you're not happy with the results. Families need to become familiar with you before they'll consider doing business with you.

Second, pick a farm and stay there. Your goal should be to become the "Neighborhood Realtor." Anytime a neighbor in your farm is thinking about selling or buying a home, they think of you first.

I've discovered some simple ways to help Realtors reduce their cost of marketing. Some of my solutions have helped Realtors cut their marketing expenses by \$500 per month and generate one new sale every 60 days. I don't know if you could achieve these same results, but if you're interested in discussing some possibilities, send me an email with your request.

You can reach me at (your email address).

