



# Marketing on a Shoestring Budget for Rolex Results

Low and no investment marketing strategies that bring big results.

# Welcome!



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Owner:

Top to Bottom Services



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# Low-Cost Marketing is Everywhere!

Phone Calls

Open Houses

Free Services & Support

Adding Additional Services & USPs

Presentations

Email

Testimonials

Give-aways

Social Media

Handwritten Notes

Board of Realtor

Extending Your Marketing

# Phone Calls

- Functional calls
  - Call agent as soon as you book an inspection
  - Call agent the day before
  - Call after inspection to give result and let them know that the inspection is complete
  - Sending report
- Keep All Information at the Front of the Call
  - Say name of agent
  - Called to tell you “Client A” scheduled an inspection
  - Date, Time & Address
  - I have already taken care of access through “XYZ”
  - If you can be there, that would be great
- Make a simple call on the agent’s birthday
- Introduction calls
- USP reveal
- Reconnect
- Social call
- Congrats Calls
  - If they have been mentioned or recognized in a newsletter or given any kind of honor.
  - Change offices.
- Reminder Call for Special Occasion
  - Anniversary
  - Spouse Birthday
- Thank You Call
- Calling Agents that Have Not Used You in 30/60/90 Days. Reconnect Call.
- Read Auto Reply
  - Reach out when they get back in the office

# Emails

- Functional Emails
  - After Scheduling Email Buyer, the Buyer's Agent and the Listing Agent
    - notified of the appointment
    - review the paperwork
    - access and making sure utilities are on
    - USP's
    - Charge neutral Approach
  - Day Before Email to all Same People
    - Buyer: designed to sell the home inspection through a buyer's perspective.
    - buyer's agent: designed to help her be more at ease with our home inspection company from a buyer's agent perspective
    - listing agent: helps them make sure the house is ready and has a little bit of marketing
- Monday Morning Motivator
- Home Owner Maintenance Tips
  - 2 Days to Come up with 2 years worth
  - Recycle after 2 years
  - Can Always add new one for a special
- Certified Pre-Market Emails
- Email Signature
  - Put in USP
  - Schedule an Inspection Button (Link)
- Weekly Tip
- Tips or Pieces From a Presentation

# Presentations

- Stay Through the Entire Meeting
  - You may learn something for your business
  - Learn more about your audience and how they think
- Drip Information from Presentations
- If You Can't Do a Long Presentation
  - Use a 2-5 minute piece of "Top 10 \_\_\_\_"
  - Cover one topic each time.
- Lunch & Learn
  - Buy lunch or get sponsor for lunch
- Mock Inspection at the End of a House Tour
  - Snacks/fresh baked cookies
- It Needs to Benefit Your Audience
- Builds Reciprocity
- CEU/ MC Certified
- Can Charge for Class, Give \$ to Charity
- Schedule at Least 1 Presentation Per Week

# Social Media

- Daily Post that does not have anything to do with your business
- Once per week, business related but not asking for business
- Once a month – direct request for business
- Don't spend more than 10 or 15 minutes at a time to catch up
- Personal or Business Page
- By liking AND commenting you make them feel important
- Use multi-media
  - Video
  - Picture

# Handwritten Notes

- Cost is about \$0.50, less than \$1.00
- Don't stop just because you are sending email
- Automated "handwritten" cards
  - Send Out Cards
- Keep cards, stationary and stamps in the office
- Make the cards stand out (Funny cards)
- Christmas Cards
- Thanksgiving Day Cards
- Send Calendars in November
  - Sticker on Birthday that says Happy Birthday!
- TAP Notes

# Board of Realtors

- Affiliate membership
  - You get New Names and Email Addresses
  - Cost is around \$75 per year
- Attend local Events
- Committees
  - Education
- Statistics
- Speak
- Write weekly or monthly columns
  - Nontechnical, upbeat
- Get to know more Realtors on a personal level
- The Connectors are here
- New Realtors go to them for advice
- High Traffic – they pick up key card here

# Open Houses

- Care Kit for Realtors
- Agent is there to let public see home
- Home Tour (Open for Agents Only)
  - Work open house for the Realtors
- Sign in Sheet for the Home- You and Realtor Get a Copy of List
- Pre-Market Inspection
- Follow Up Process After Open House

# Extending Your Marketing

- Working Others Involved in the Sale
  - listing agents
  - Sellers
  - title companies
  - mortgage companies
  - real estate attorneys
  - moving companies, etc.
- Find out where the sellers are moving
- Table Tent left at the Home with Business Card
- Small gift to the seller
- Pick up cards of other realtors in the home

# Testimonials and Online Reviews

- Put them on every page of your website
- On Brochures
- On Business Cards
- On Table Tents Left at Homes
- Surveys
- Video Testimonials (Facebook)
- Testimonial Contest
- Types of Testimonials You Want
  - Buyers to Other Buyers
  - Agents to Buyers
  - Buyers to Agents
  - Agents to Agents
- Lead Them in the Direction You Need it to Go
- Want to give Name, Occupation, City and Picture when using the testimonial
- Ask for Referrals for the Agent
- Create a System for Obtaining and Using
- Do Something for Them (Charity)

# Giveaways

- Credit Toward Services
  - Don't Devalue Your Service
  - Give \$50 gift
- Ice Cream Cart
- Mr. Fixit Books
- Water, Soft Drinks, Candy, Popcorn
- Flavored Hot Chocolates
- Gather Business Cards at Presentations
- Appointment Books, Clocks
- New Agent Welcome Packet
- Electronic Measuring Tape at Presentations
- Ice Scraper
- Scratch Off Card
- Measuring Tape
- Larger Giveaway – Ireland Trip, iPad
- Magnetic Cards

# Free Services & Support

- If Utilities are Not On, Come Back for Free
- Free Re-Inspect
  - Can Limit What You Will Re-Inspect
- Call the Access Service
- On Site Reports
- Provide a Computer for Them to Use to Put Testimonials on the Internet
- Have a Backup (Computer, Printer, Etc.)
- Call Everyone By Their First Names at the Inspection
- Add a Recipe to the Newsletter with a Picture (Ask for Feedback)
- Add a Quiz to the Newsletter and Re-Directing Agents to Your Website for Answers
- Wow the Customers During the Inspection
  - Towel at the Doors
  - Booties
- Capitalize on the Wow Within 30 Second
  - Thank You For Noticing

# USPs

- Don't Use GSP- Generic Selling Points
  - Show Up On Time
  - Take Credit Cards
  - Have Brochure or Business Card
- Don't Use RSP as USP – Required Selling Points
  - Uniform- You Are the Professional
- Your Service Must Live Up to Your Marketing
- 200% Guarantee
- 90 Day Warranty
- Extended Office Hours
- Having After Hours Phone Service
- Online Scheduling

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Marketing doesn't have to be  
expensive to  
be super effective, BUT...  
You Must Take Action!

Make it happen, you got this!

*together we*  
**WIN**



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