

The Refrigerator Magnet

by

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Word Count: 333

Would you agree that your marketing pieces are a direct reflection of you? Take an inventory of what you are sending out, step back and determine what you are saying? Are the recipients getting a true value proposition? Is the message truthful? Are they professional? What kind of story are you telling them?

In my years of Real Estate, I would say I have seen some pretty entertaining marketing ideas...ideas that I have not seen in any other profession. Are they creative? Maybe. Appropriate...well...debatable.

What should your message say about you? I have found reporting truthful results have gotten great responses. "Rich negotiated \$30,000 for our house over what we expected". Now that makes a great marketing piece. It demonstrates your skill, creating a great result for the seller. What a great way to compete with the discount broker. Show your value.

What about those marketing pieces showing the agent walking through the park with their family, talking about their community involvement and past life? A nice compelling piece, but what true value is that bringing to prospective sellers? Is there any substance? They should call because you are a nice person?

Sellers want the best price for their home and want it sold quickly. Do your marketing pieces address these seller's concerns? Do they demonstrate your knowledge and skill to achieve the results the seller wants?

Below choose which is the best marketing message:

Recipes vs. Market Data

You get the picture.

A truthful, educated and skilled agent creates an experience of attracting clients not prospecting for them. Educate homeowners on the market. Demonstrate your skill by the results you get and above all...tell the truth.

Rich Casto is the Founder of The Real Estate Coaches, a Recruiting and Management Solutions Company that supports brokers, owners and managers in the management and recruiting solutions arena. Copyright© 2006, Rich Casto. All rights reserved.