

Tips for Using Reprints Effectively

Reprints are the most underutilized instrument in the real estate marketer's toolbox. They help pre-sell prospects, show sellers you're an aggressive marketer, boost referral rates and otherwise make the telephone ring.

Here are 9 ways Agents are using reprints to get more listings and more sales:

1 – Blanketing farm areas. Potential sellers will be impressed by how many listings you have in their area. Because 80% of sellers relocate within a 20-mile radius of their home, they may call on you to help them list their current home as well as find their next home. Also, area homeowners can provide great word-of-mouth advertising by telling their friends and family about your advertised listings.

2 – FSBOs. Every Realtor has a FSBO story to tell. . . Yes, FSBOs tell you they want to sell it on their own, but experience has shown that many FSBOs decide to forego the hassle and list with a professional. Reprints are just the trick to assure these hot prospects that you are an aggressive marketer who can sell their home.

3 – Targeting buyers and sellers. Attach a simple postcard to a reprint with the headline, "Outgrown your home? Tired of renting? Ready to move up? Consider the options on the attached property profile. . . or call Jane Smith." Mail the dynamic duo to prospects, or consider buying a mailing list from a discount list broker. Many lists can be downloaded from the web (example: www.acculeads.com).

4 – Add a testimonial. Collect copies of letters from past clients, or re-type the content on a "testimonials page" and mail to prospects.

5 – Target Relos. Mail reprints with your personal image brochure to relocation prospects. It's a great icebreaker.

6 – Use them for networking. Mail the reprints to other agents for them to use with buyers and to anyone else on your "close association" list, such as bankers and insurance agents.

7 – Blanket the community. Staple a business card to the reprints and keep them with you during the week. Give them out to anyone new you meet – you never know where your next referral (or buyer) will come from!

8 – Combine with open houses. This is a great way for prospects and other agents to see your inventory.

As you can see, ideas for reprints are limited only by the imagination. So next time you run an ad – don't forget the reprints!

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