



Past Clients

John Jones

319 closings
\$44 million

Keeping A Client is Cheaper
than Buying One

Conversion Ratios

• Cold Direct Mail	2,000:1
• Cold Internet Lead Generation	1,600:1
• Cold Phone Solicitation	500:1
• Door Knocking	100:1
• Personal Contact with Friends	50:1
• Ad Calls	25:1
• Sign Calls	20:1
• Open Houses	15:1
• Walk-ins	10:1
• Past Buyers	9:1
• Past Sellers	4:1
• Referrals	3:2

People Prefer to Work With People They:

- 1. Know
- 2. Like
- 3. Trust
- 4. Flow

Flow

Frequency of Interaction

Client Events

- Bowling Event- February
- BBQ Event- May
- Pie Give Away- November

Bowling

JOIN US!



**JOHN JONES REAL ESTATE
3RD ANNUAL CLIENT APPRECIATION EVENT
SUN. FEBRUARY 17TH
CHECK-IN STARTS AT 1:45
ACTIVITIES BEGIN AT 2:00 AND LAST UNTIL 4:00
AT LANES, TRAINS & AUTOMOBILES**

**BRING THE FAMILY & ENJOY FREE BOWLING, LASER TAG,
ARCADE GAMES, BUMPER CARS, POPCORN & DRINKS**

RSVP ASAP AT WWW.JOHNJONES.COM/CLIENT-APPRECIATION

BBQ

A promotional poster for a BBQ event. The poster has a light blue background with a border of orange and white squares. At the top, the text "BBQ in the Park" is written in a large, bold, blue font. Below it, in a smaller, blue font, is "John Jones Real Estate's Spring Client Appreciation Event". On the right side, there is a cartoon illustration of a pink pig wearing an orange scarf, holding a knife in its right hand and a fork in its left hand, appearing to be running or dancing. At the bottom, the event details are listed in black text: "SATURDAY, MAY 19TH", "@SPORTS COM FROM 11:00-2:00PM", "FEATURING: FOOD & ENTERTAINMENT FOR THE WHOLE FAMILY!", and "RSVP Online @ www.JohnCJones.com/Client-Appreciation".

BBQ in the Park
John Jones Real Estate's Spring Client Appreciation Event

SATURDAY, MAY 19TH
@SPORTS COM FROM 11:00-2:00PM
FEATURING: FOOD & ENTERTAINMENT FOR THE WHOLE FAMILY!
RSVP Online @ www.JohnCJones.com/Client-Appreciation

Pie Giveaway



Get Your
FREE
Apple or Pumpkin Pie

A Heartfelt Thanks
TO ALL OUR CUSTOMERS, BOTH PAST AND PRESENT

AS A TOKEN OF OUR APPRECIATION, PLEASE JOIN US FOR OUR ANNUAL PIE GIVEAWAY
PIES WILL BE AVAILABLE FOR PICKUP ON TUES NOV. 26TH FROM 9:00 - 5:00 P.M.
AT JOHN JONES REAL ESTATE, 239 JOHN RICE BLVD. SUITE A IN MURFREESBORO
RESERVE YOUR APPLE OR PUMPKIN PIE NO LATER THAN NOVEMBER 11TH
VISIT OUR WEBSITE WWW.JOHNJONES.COM/CLIENT-APPRECIATION
OR CALL US AT 615.867.3020 TO RESERVE YOUR PIE

Touches

- We send out about 1,000 invites
- Get about 300 to 400 attendees
- Save a date
- Postcard
- 3 Blast email reminders
- Thank you
- Send a link to for a zillow recommendation
- Pictures on facebook

Key to the Events

- Have Fun
- Thank you
- Love on them as much a possible

Law of Reciprocity

- 10% givers
- 10% takers
- 80% operate under reciprocity

I Love Referrals.....

- John Jones
- John Jones Real Estate
- 615 300 7475
- Jones@johncjones.com
- Murfreesboro Tn (Nashville)

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