

How to Make Yourself a Go-To Agent

By Simon Payn
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This guide demonstrates how by sending a newsletter you can build your farm and win more listings. It also shows you how to create your own successful customer newsletter.



About the Author

Simon Payn, the founder of Ready to Go Newsletters, is a journalist and marketing consultant with 14 years' experience at all levels in magazines, newspapers and online. Major achievements include developing and managing the content continental Europe's leading online English-language publisher and an award-winning company with 500,000 readers.



He is able to create interesting, lively and well-crafted publications that get results.





Secret of Success

1: Build a list of clients who use you as their agent every time they buy or sell property.

2: Build a trusted relationship with a list of hot prospects who make you their natural choice when they want to buy or sell property.



The Problems

The Commodity Problem: Why Only Trusted Experts Build a List of Hot Prospects

The Loyalty Problem: Why Being a Good Agent Isn't Good Enough



The Commodity Problem: Why Only Trusted Experts Build a List of Hot Prospects

Have you ever said to yourself, "I provide a great service...the best in town... but I'm still not getting the number of clients I deserve. How can I make sure people recognize what I can offer...and contact me first when they want to enter the property market?"

It's a common problem. With so many agents chasing a finite amount of business, it's difficult to stand out from the crowd, particularly as:

- Clients increasingly view your service as a commodity which can be bought anywhere
- Realtors use marketing techniques (flyers, benches, etc) that are very similar to each other, confusing clients
- Clients have a low trust of Realtors in general

So what happens? Maybe...

- Your service is devalued in the eyes of your prospects
- You fail to stand out from other agents; you're just one of the herd
- You have a poor relationship with clients and prospects, based on mistrust and skepticism



The Commodity Solution: Why Being Seen as a Trusted Expert Is the Secret to Success

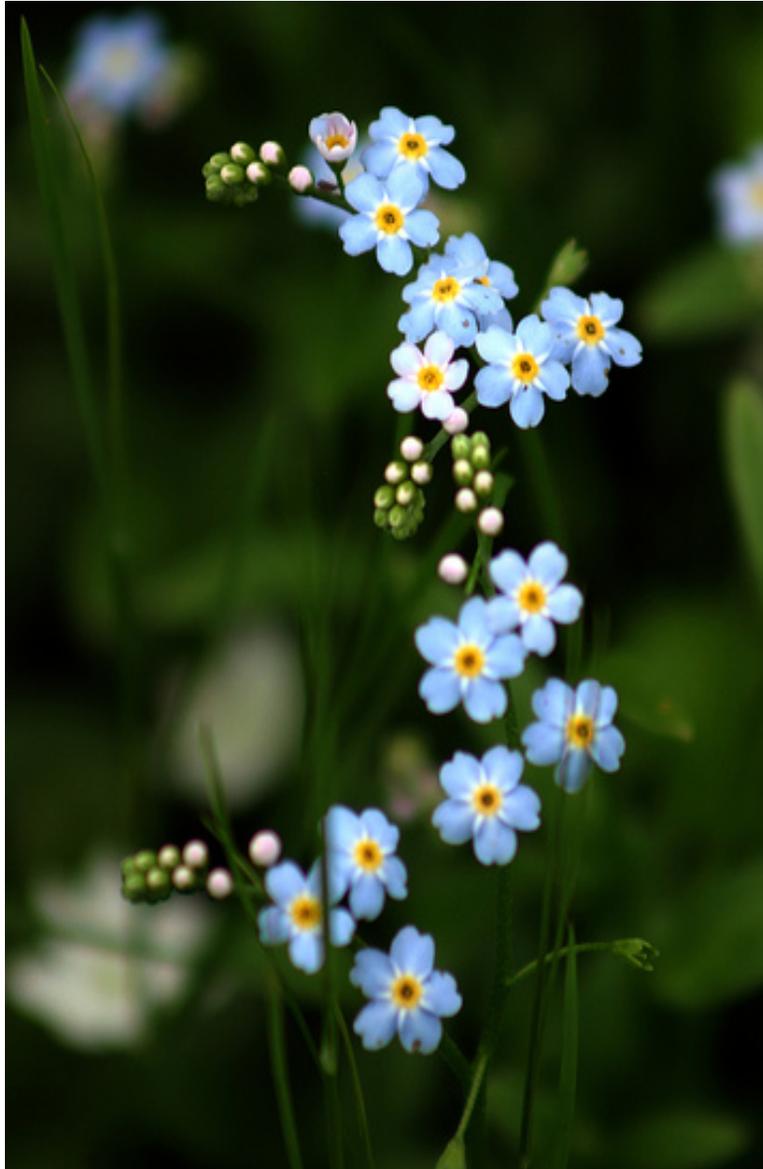
Your aim should be to position yourself as a trusted expert in their field. Doing this brings several benefits:

- You are perceived in the eyes of clients and prospects as being 'more' than just a Realtor
- You demonstrate that you put clients' needs first
- You are able to build a relationship with your farm on the basis of being of service

In order to be viewed as a trusted expert, you need to:

- Prove that you will provide information that meets clients' needs, not just yours
- Prove that you know about real estate in your area
- Prove that you will be there for the long term, not just until a transaction closes

By becoming a trusted expert, you are already building a relationship with your prospects, even before they become clients.



The Loyalty Problem: Why Being a Good Agent Isn't Good Enough

Have you ever wondered why a client whom you've helped in the past doesn't contact you again when they're considering selling their home?

That's a common problem for real estate agents. And it's a problem that's getting worse by the day. Clients just aren't as loyal as they used to be, for several reasons:

- They are busy and forgetful - they simply don't remember you exist
- Loyalty for the sake of loyalty is a thing of the past

So what happens? Maybe you...

- Spend increasing sums of money chasing after new clients...while past clients fade away
- You fail to make as much money as you could from your existing clients
- You are continually chasing your tail to make the rent



The Loyalty Solution: Why Building a Foundation of Loyal Clients Is the Secret of Success

The goal of many businesses - and that includes real estate - is to build a firm foundation of loyal clients who keep coming back. There are many good reasons for having this as an aim:

- Loyal clients spend more money with you. They already know you provide a quality service and so trust you with their business the next time they are in the housing market.
- Loyal clients are more likely to pay the percentage you ask because they are no longer price shopping -- they are not as influenced by cost as first-time clients. That means you can charge a percentage fee that adequately reflects your costs and effort.
- Loyal clients don't easily switch to another agent - they have invested time and energy in their relationship with you.

- Loyal clients save you money because you don't need to spend your resources finding new clients. It's estimated it costs around 5 times as much to find a new client as it does to keep an old one -- so you will save considerably by maintaining a loyal client base.

Loyal clients allow you to take more satisfaction in your work because you are able to build a relationship by doing business with someone on a long-term basis - perhaps for life.





The Key Becoming the Go-To Agent for Past Clients and New Clients

You no doubt create a great relationship with your clients when you meet them in their homes. But it's difficult to continue that relationship when they are out of sight.

And it's even more difficult to build a relationship with your farm.

The key to building a strong relationship with your clients and prospects is to contact them on a regular basis with information that will help solve their problems and fulfill their wants.

And the best way to do this is to publish a customer newsletter.



Quick Quiz

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Here's the question.

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Wondering How Much Your Home Is Worth?

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Just give my office a call at 555-555-5555 to arrange an appointment.

Alternatively, stop by at the office. The address is on the back page of this newsletter.

Thanks for All Your Referrals!

I succeed when people like you refer me to their friends, neighbors and loved ones. It's the best kind of feedback I can receive.

So thanks for continuing to pass this newsletter around to people you care about.

Why a Newsletter is the #1 Way to Keep Your Customers Coming Back and Build Your Reputation as a Trusted Expert

Research among newsletter readers in the financial services industry found that a majority took action after reading a newsletter. And the same applies to every industry.

There are several reasons why newsletters are so powerful:

They make you the 'go-to guy or gal'. Publishing a newsletter turns you into an expert in the eyes of your clients. The reason for this is that print gives immediate authority to your ideas --there's something about ink and paper that lends huge credibility. You become the published expert about local real estate and the person clients think of right away when they are thinking of buying and selling.

Newsletters allow you to keep in contact with your clients. Without constantly keeping in touch, clients begin to forget about you. After all, everyone is very busy and has continual demands



on their time. A newsletter allows you to gently remind people that you exist, without appearing like a pushy salesperson.

Publishing a newsletter differentiates you from your competitors. While everyone else is just a vendor of a product or service, you are the person who writes the newsletter packed with useful information. That makes you stand apart from everyone else.

A newsletter allows you to gently market yourself to your clients. You can use the newsletter to include information about your service and to make offers that will encourage people to contact you again.

You become an advisor, not a salesperson. If you publish a newsletter you'll slowly build on the relationship you have with your clients by becoming a trusted advisor rather than a vendor. You'll be able to connect with them on a regular basis, even when you aren't in direct contact with them.

A newsletter allows you to be 'top of voice'. It means your business is able to be heard over all the competitors out there - and your voice as an expert is loudly communicated to your clients.



How to Show Your Home if You Have a Pet

Selling a home with a pet in residence can be a difficult undertaking.

Many home buyers - even those with pets of their own at home - can be put off by yours.

Pets Can Make Visitors Nervous

No one thinks of their own pet as scary. But even the mildest mannered cat or dog (not to mention snakes or mice!) can make a visitor nervous.

Perhaps the most common response from a home seller about the "threat" posed by their pet is denial: "Butfly is a sweetheart. She won't hurt anyone."

But no owner can be certain of how a pet will respond when strangers enter the home in their absence.

An unexpected reaction could frighten potential buyers away before they've even looked at your home.

Ask Friends for Help

The safest course of action is to remove a pet from the home while it is listed for sale.

Ask friends or family members to care for the pet, or board it at a nearby facility.

If this is not possible, put your pet into a carrier during showings and alert visitors not to disturb it.

Remove Stains and Odors

Buyers also frequently take issue with a pet's impact on the cleanliness and condition of the home.

Pet stains, odors and damage are a big turn-off and can significantly decrease your home's value in the market.

Use the Professionals

To help your home bring the highest possible price, remove stains and repair any damage your pet may have caused.

Consider having your home professionally cleaned, and have a friend verify that your home doesn't have an objectionable odor.

Store pet accessories out of sight.

The goal: to create a positive first impression with potential buyers.

6 Secrets of a Perfect Customer Newsletter

There are some essential elements of a successful newsletter -- without these, it might not have the intended effect.

First of all, the newsletter should be an extension of your businesses. You strive to give personal, professional service, so your newsletter must reflect that.

There are also things you must do in order to stimulate response among clients.

Here are some essentials:

- The content should be about your clients, not about you. Many agents think all they need to do is say how great they are and people will come rushing. Unfortunately, that's not the case; it will seem like bragging and you won't engage the reader. Instead, the content should be about topics that interest the client. When you've engaged your reader with interesting and useful articles, you will have earned their trust, which will in turn lead to more repeat visits.

How to Get Help with Your Chores

As technology makes communicating with Bangalore as easy as next door, average people in North America are hiring overseas assistants to do their personal tasks.

From ordering your groceries to filing your taxes, virtual assistants (VAs) take over any chore that's not worth your time. Simply search out a VA firm on the Internet, and sign up.

Although some agencies have databases of VAs living in your area, most VA firms work remotely via Internet, fax, Skype and so on. Remote VAs can read your child a bedtime story, but they can't walk your dog. Assign discrete, single tasks, or retain a VA over the long term. VAs respond quickly to queries. Here are some tips:

- Know what you want done.
- Be clear in your instructions.
- Take time to develop a working relationship with your VA.
- Look for an assistant who displays enthusiasm, confidence, integrity and attention to detail.

Discover Where to Get Free Wireless Internet

If you travel a lot with your laptop computer, it's important to know where you will be able to find wireless Internet access.

It's also very useful to know if that access will be free.

Now there's a website where you can find a directory of free wireless access hotspots. The site, at www.wififreeget.com, lists locations

throughout the U.S., Canada and around the world where you can log on to the Internet for no charge. The listings are divided into categories, such as hotels and airports - and even RV parks and campgrounds.

The site points out that many free access points might not be secure, so you might want to install special software on your computer to make the link private.

One Rule for Making Everyday Life at Home Less Stressful

How can you learn from top chefs to make cooking less stressful?

Something that most chefs learn is the importance of "working clean."

They are taught to clean up as they go - to wipe surfaces after they use them and to clean utensils and dishes right away.

Applying the same rules in your kitchen - and around the rest of your house - can make life much easier.

Instead of being confronted with a pile of dirty dishes or a countertop strewn with a mess, you always have a kitchen that is clean, tidy and ready to use.

Indeed, if you "work clean" in the rest of your house, you'll reduce the stress associated with piles of laundry or a floor covered with children's toys.

The fact is, it's a lot easier to clean up as you go than it is to leave everything for days until the task of cleaning seems insurmountable.

- It should be a 'must read' for your clients, with content that isn't easily available elsewhere. If people have already heard what you have to say, they'll stop reading. If your articles are boring, people will stop reading -- and you won't get the benefits that sending a regular newsletter can bring.
- Get personal. Continue the connection you made with your client when you last met by revealing a little about yourself in your newsletter. With so many 'corporate' publications out there, a personal touch - if done well - will get your newsletter remembered and enhance your personal image as an expert. Some people choose reveal something about their personal lives (maybe they play golf or bought a new car) or about their families.
- Include offers and calls to action. You should give people a reason to act now because if they wait, it's likely they'll do nothing. So consider a special offer available, for example, for one month only. Putting in a different offer each month will also help you track the effectiveness of your newsletter -- you'll easily see who comes in.
- Send it out regularly. Many businesses send a newsletter out every month -- a regular publishing schedule helps make your newsletter part of the daily lives of your clients.



- Print it. Printed newsletters, although more expensive, can be more effective than email newsletters because they don't get caught in spam filters and they have a physical presence in someone's home. This means they are likely to be kept and acted upon in the future.



How to Publish Your Own Newsletter

There are some things you need to decide and several elements you need to have ready in order to publish your own successful newsletter.

- Decide on the overall tone for your newsletter. The tone should match the tone you set for your business. Is it formal or informal? Who are your clients -- young, older, with children? The decisions you make now will affect the choices you must make later.
- Decide on a publication schedule. It's important to publish your newsletter regularly so clients become accustomed to receiving it. So decide whether you will publish monthly or every two months, and at what time of the month you will mail it to clients.
- Decide on a name for your newsletter. It should be something informative and entertaining, but not too 'cute'.
- Decide on the topics you want covered in the newsletter for the next three issues. You need to think of more than one issue at a time so that writers and designers have time



to do their jobs. Think about what topics are particularly important for your business and your clients, and whether you want to tie topics in to other marketing initiatives you are planning.

- Write a brief that you will use for contributors to your newsletter - writers, designers, printers. You will use this document to make sure that all people involved at every stage of production understand exactly what your intentions are for this publication.
- Find a writer. It's important to have a writer who understands what you want to achieve with this newsletter and can write articles that meet that aim. Your writer should also have a good understanding of the issues relevant to your business and be able to explain them to a lay audience.
- Find a designer. You will need a competent designer who is experienced working on newsletters. Make sure they understand what you need and don't have 'designer's disease' -- concentrating solely on design without thinking of what you want to achieve with that design.
- Find a printer. It's important you have a good relationship with your printer, as this will save you problems down the line. Not all printers are easy to work with, so make sure you evaluate them on customer service as well as on product and price. Get several quotes, and make sure each printer understands the number of copies you will need,



the type of paper you want to use and how you will deliver the files to them.

- Find a production coordinator. Unless you want to do it yourself, it's important you have someone who will coordinate work between your writer, designer and printer. A good editor might be able to do this, but beware that many printers require a high level of technical expertise from their clients.
- Decide whether you will mail the newsletters yourself or have a mail house do it for you. A mail house will save you time but it will also cost extra. A good mail house can also make sure your client list is 'clean' -- in other words, that you are not wasting money by mailing to out-of-date addresses.

Alternatively, if you don't wish to do this work yourself - perhaps because you don't have the time or expertise at your practice - it's possible to outsource it to a professional company that will do it for you at a reasonable price.



Selling Your Home? Discover How to Avoid Costly Mistakes

With a little information and attention, expensive mistakes for the homeowner can be avoided.

Price

The single biggest mistake people make is setting the asking price too high. An amount suited both to the home and to the market conditions attracts the greatest number of prequalified buyers, increasing the likelihood that you'll get a higher price in the end.

Home Staging

Homes not shown at their best are another source of lost profit. Act on any advice you are given about cosmetic changes and minor repairs.

A clean, tidy and sweet-smelling home goes without saying.

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So thanks for continuing to pass this newsletter around to people you care about.

- Set viewing hours for the greatest accessibility to buyers. In a competitive market, people can easily go elsewhere and fall in love with another home.
- Don't be home during the showings. Prospective buyers feel more comfortable raising concerns and poking about when the current owners are not present.
- Remove as many personal items as possible. The things that mark the house as yours interfere with the buyers' abilities to imagine it as theirs.

Other Considerations

Sell before you buy to avoid loss of negotiating position at both ends. Plan for the move early, and pack as much as you can as soon as possible.

Wondering How Much Your Home Is Worth?

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Worth Quoting

Here's what some people said about courage:

"Success is not final, failure is not fatal: it is the courage to continue that counts."

Winston Churchill

"Life shrinks or expands in proportion to one's courage."

Anais Nin

"It is curious that physical courage should be so common in the world, and moral courage so rare."

Mark Twain

"Being deeply loved by someone gives you strength; loving someone deeply gives you courage."

Lao-Tzu

"Courage is not the absence of fear, but rather the judgment that something else is more important than fear."

Ambrose Redmoon

"Courage is like love; it must have hope to nourish it."

Napoleon Bonaparte

"Courtesy is as much a mark of a gentleman as courage."

Theodore Roosevelt

"Do not forget that if knowledge is the heritage of mankind, it is only the courageous who inherit it."

Jose Rizal

"Courage! I have shown it for years; think you I shall lose it at the moment when my sufferings are to end!"

Marie Antoinette

"All of our dreams can come true, if we have the courage to pursue them."

Walt Disney

What to Do Next

Get a free, one-month "test drive" of Ready to Go Newsletters' Real Estate Edition.

You can put it though its paces for a full month. If you decide it's not for you, just cancel and you won't be charged a cent.

To get started, go visit the Ready to Go Newsletters website by [clicking on this link](#).

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