

## Sue's Marketing Suggestion...😊

### Real Estate Agent and your local Adult Activity Centers

**Be "UP" on "DOWN"...sizing!!** Empty nesters, seniors, widowers very often think about moving from the "family home" into something a bit easier to maintain, it's a sensitive issue where emotional attachment can easily put that thought on hold. Why not do up a warm, compassionate type ad/flyer for your local adult community center, bingo hall, or recreation center that conveys the message "you're there for them".

A simple pull tab poster with your Excalibur 1-800 # and code 1011 from our library.

**A Win for you** - You now have exposure to the adults wishing to down size their lifestyle.

**A Win for your local adult community center, bingo hall, or recreation center** – Talk to the manager about using one of your codes for recruiting new members or as an information code for current activities and events. Explain how your 1-800 call capture works and how you can **track each call**. Show them a print out at the end of each month of how many calls they received. Go to the next step and have Excalibur set up your account with a greeting and menu (treed structure) and sponsor of the 1-800 info line for your local adult community center, bingo hall, or recreation center.



**Empty Nesters**

Hello folks!

Just a little note from your local realtor to let you know I'm here for you should you be thinking of down-sizing. Do you know where you might like to move?... Do you feel it is the right time? These are sensitive issues that as a professional Real Estate Agent I can assist you with. Please call {your 1-800#} enter 1011 for a complimentary copy of my special report on "Seniors down-sizing".

### {Your name } Seniors Real Estate Specialist

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Your EXCALIBUR 1-800 # and REAL ESTATE services program can be working for you 24/7...all it takes is a little CREATIVITY.

Good luck with this simple influence marketing campaign.

**Sue**