

## Sue's Marketing Suggestion... 😊

### Real Estate Agent and your local Animal Shelter (SPCA)

**Home-find for our "furry friends"...** a little caring /sharing can go a long way and in turn you are supporting a good cause. Why not take an hour down at your local animal shelter and offer to assist in home-finding for several wanna-be pets! Take a snap-shot of a cat or dog desperately needing to be rescued ...display it with your logo and your 1-800 # with a code loaded with more info about your "furry friend". Place this ad in your local newspaper or a poster type ad with pull tabs for the bulletin board at your local community center and/or grocery store will also work well.

**A Win for you** – Not only are you helping a furry friend find a home but ... you've exposure as a good community minded real estate agent while supporting a good cause.

**A Win for your local Animal Shelter (SPCA)** – Talk to the manager about using your codes to help place other homeless furry friends. 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) or be a sponsor for 1-800 pet placement hotline for your local Animal Shelter (SPCA).

Ad copy example

	<p>Mitzie needs a home! Beautiful 3yr. old Lab/cross, wonderful temperament, good with children. Has been at the shelter for 2 mths. now...please call 1-800-xxx-xxxx enter code 218 for more info on Mitzie.</p>
<p>Sponsored by 😊 Jane Smith 😊 ABC Realty Helping our community</p>	<p>Also enter code 1182 for a copy of our special report on "Moving with Pets"</p>

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**