

Sue's Marketing Suggestion... 😊

Real Estate Agent & Your Fitness Club

Get FIT...and BENEFIT...do you belong to a local fitness club or recreation center ??...why not make up several colorful postcards or pull tab flyers with your logo, 1-800# and offer one of Excalibur's Special Reports...ie, Single Females buying Condos (this is a good one for a female realtor to place on the public bulletin board in the Ladies locker room...vice/versa for males) or perhaps a code with your own Unique Selling Proposition message.

A Win for you - You now have exposure to all the people who frequent your fitness club or recreation center.

A Win for your Fitness Club – Talk to the Fitness Club recruiting manager about a marketing campaign similar to the one you have with your gardener. 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 leads you received from the postcards or pull tab flyer marketing campaign.

Personal Health, Fitness and access to New Clients. What more can you ask for?

Visit these web sites for examples

Ladies	http://www.excal800.com/adcopy/realestate/single-women-condo-marketing-program.htm
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Gentlemen	http://www.excal800.com/adcopy/realestate/single-men-marketing-program.htm
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Cost Example:

2 high quality letter size color pull tab flyers \$2.00

Your other cost is the usage of the Excalibur system.

50 call example

Item	Cost	Number of calls	Costs per call	Total cost
Printing of 1 brightly colored pull tab flyer	\$2.00		.10	\$2.00
Excalibur usage - average 2 minute per call	\$0.25	50	\$0.50	\$25.00
Cost per lead			\$0.60	\$27.00

100 call example

Item	Cost	Number of calls	Costs per call	Total cost
Printing of 1 brightly colored pull tab flyer	\$2.00		.02	\$2.00
Excalibur usage - average 2 minute per call	\$0.25	100	\$0.50	\$50.00
Cost per lead			\$0.52	\$52.00

This will also work with Key Tags, Bags or Pen Lights

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 with your Fitness Club.

Sue