

Sue's Marketing Suggestion... 😊

Real Estate Agent & Gardener Business Relationship!

The Happy Gardener...do you have a particular gardener...or gardening Co. in your area that you would like to partner with? ...why not ask him/her to give out **your** cards to **his/her** clientele...

A Win for you - On the back of **your** cards invite the reader to call your Excalibur 1-800# and enter the code of your unique selling proposition or a code from Excalibur's library of emotional response scripts.

A Win for your Gardener – Explain to the Gardener how your 1-800 call capture works and offer the use of one of your codes. Suggest to the gardener that you will hand out **his/her** cards with your Excalibur 1-800# and the code you assigned to them. The code would have a message and offer of one free trim and the ability for the caller to press zero for immediate connection to the gardener. Explain how you can **track each call resulting from the cards that are handed out**. Show them a print out at the end of each month of how many leads you received from their efforts and how many leads they received from your efforts. **A clean cut deal, you will both benefit with new business.**

Back of Real Estate Agents Card example

For a current report on the Real Estate Market in your area

Please call 1-800-XXX-XXXX code 203

For your copy of the **27 Seller's mistakes** and how to avoid them code 1001

For your copy of the **15 Buyer's mistakes** and how to avoid them code 1104

Back of Gardeners Card example

For your complimentary trim or mow (limited area)

Please call 1-800-XXX-XXXX code 205

Costs Example:

Print 250 of your cards with your 1-800 and assigned code on the back.

Print 250 cards for the gardener with your 1-800 and assigned code on the back.

Use your present business card print so you don't have the cost of redoing the front of the card. Both runs of card should be in the 75 to 125 dollar range.

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 cards	\$125.00	50	\$2.50	\$125.00
Excalibur usage - average 2 minute per call	\$0.25	50	\$0.50	\$25.00
Cost per lead			\$3.00	\$150.00

100 call example

Item	Cost	Number of calls	Costs per call	Total cost
Printing of cards	\$125.00	100	\$1.25	\$125.00
Excalibur usage - average 2 minute per call	\$0.25	100	\$0.50	\$50.00
Cost per lead			\$1.75	\$175.00

A rubber stamp may also work for the backs of your present business card.
Good luck with this simple influence marketing campaign with your Gardener.

Sue