

Sue's Marketing Suggestion...😊

Waterfront Specialist NO Listing... YET

Make a Splash... One thing they aren't building any more of is "Waterfront"..... so there's nothing quite like that Waterfront listing! Whether it's a mansion on a fabulous beach or a cozy cottage on a peaceful lake...it's exciting!! Be sure to get your Excalibur 1-800 # working for you big time!

Step 1> Borrow a listing from a fellow real estate agent and follow Sue's "Waterfront Listing" suggestion.

or

Step 1> Record your USP (Unique Selling Proposition) marketing message into one of your assigned codes. Paint your caller an audio picture. Make your voice sound excited and up beat.

For example:


"The Art of Selling WaterFront Property!

Your home is special, it has a limited unique resource called waterfront. This is an advantage and a disadvantage when you decide to sell. Everyone wants a waterfront property but there are very few who can afford to buy it. These qualified waterfront buyers are very methodical in their approach to purchasing a property. They like to rely on professionals who specialize in selling waterfront properties and have a first hand historic knowledge of all waterfront properties in the area.

I have perfected the Art of Selling WaterFront Homes so well that my inventory of waterfront listings is close to zero but my database of waterfront buyers is always full. If you are thinking of selling your waterfront property and need the best waterfront specialist on your side, please press 6 and leave your name, phone number and the most convenient time for a call back."

Step 2> Prepare ad copy for different media....be sure to utilize "ad-tracker" to track your callers and measure return on your advertising investment.


Display ad example for Real Estate Magazine 1

	<p>WANTED WaterFront Property Do you have an evening view like this? If yes please call 1-800-xxx-xxxx enter code 2081</p>
<p>Ronald Linkwater – WaterFront Property Specialist ABC Realty of Somewhere</p>	

Display ad example for Real Estate Magazine 2

	<p>WANTED WaterFront Property Please help me to help my waterfront buyers find the home of their dream. Please call 1-800-xxx-xxxx enter code 2082</p>
<p>Ronald Linkwater – WaterFront Property Specialist ABC Realty of Somewhere</p>	

Display ad example for Real Estate section Newspaper 3

	<p>WANTED WaterFront Property Do you have an evening view like this? If yes please call 1-800-xxx-xxxx enter code 2083</p>
<p>Ronald Linkwater – WaterFront Property Specialist ABC Realty of Somewhere</p>	

Classified ad example for Real Estate section Newspaper 4

<p>WANTED WaterFront Property</p>
<p>Please help me to help my waterfront buyers find the home of their dream. Please call 1-800-xxx-xxxx enter code 2084</p>
<p>Ronald Linkwater – WaterFront Property Specialist</p>
<p>ABC Realty of Somewhere</p>

Example of Ad tracking

Media	Code 208	Week 1 Calls	Week 2 Calls	Week 3 Calls	Week 4 Calls	Week 5 Calls
Real Estate Mag. 1	1					
Real Estate Mag. 2	2					
Newspaper Display	3					
Newspaper Classified	4					
Water Front property flyer	5					
Radio Ad	6					
Co-op Ad campaign	7					