

How to Be the Market Expert

STEP 1: Use Florida Realtors Data

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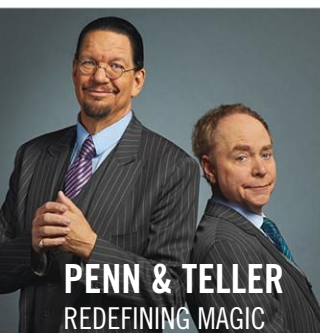
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31 WAYS TO GET LISTINGS

Plus

- Who's the Procuring Cause?
- 17 Success Strategies



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MARKETING WITH IMPACT

CREATING TOUCHPOINTS WITH BUYERS AND SELLERS

How to stay in touch with prospects and customers in a meaningful way.

BY LISA A. BEACH

When a Tampa Bay couple wanted ideas on family-friendly activities in the area, the Chamber of Commerce gave them a copy of Jodi Avery's A List. Broker associate Avery, of Keller Williams Realty in Palm Harbor, publishes this community resource, which highlights the area's "best-of-the-best" service providers and includes fun lifestyle articles.

Thanks to the A List's recommendations and photos of Avery with her kids, the Tampa Bay couple felt they already knew Avery and trusted her. Though renting at the time, they eventually bought a home through Avery, then referred her to friends.

"I've gotten hundreds of customers and referrals from the A List," cites Avery. "The name recognition and being known as the area expert are priceless."



Here's how Avery uses this marketing tool to create touchpoints with prospects and customers:

1. Be helpful. Avery originally created a one-page referral list when customers requested home inspectors, roofers and plumbers. Now in its seventh edition, with 50,000 copies printed, the A List has grown into a 35-page book featuring 400+ service providers. "The book gives so much information that people don't throw it away," Avery notes.

2. Treat people like VIPs. Avery brings together customers and service providers for a high-end event each year. She plays networking games and treats everyone like a VIP, complete with a red-carpet runway, professional photog-

raphers and a Hollywood gold star emblazoned with each person's name.

3. Share in person and online. Although anyone can access the A List online or pick up a print copy at hundreds of community locations, Avery makes a point of reaching out to many customers and prospects with a personalized approach. She distributes the A List as an ebook, which she sends via personalized emails either as direct outreach or in response to a request. She hand-delivers print copies to certain neighborhoods. She'll meet up in person, perhaps for coffee, and hand-deliver the A List face-to-face. Avery is very relationship based so she makes a point of personalizing her A List distribution whenever she can.

4. Connect online. Using social media to engage buyers and sellers, Avery regularly highlights A List businesses, local events and things to do in Tampa, as well as her Giving Matters initiative (see "Be a Matchmaker" sidebar). She promotes upcoming events, like the Toast of the Town culinary event, encouraging her Facebook followers to attend. They often comment and ask for event details. If Avery does something with her family, like visit Horse Power for Kids, listed in her A List, she'll post photos and ask followers to share their experiences. Avery also plugs the latest edition online, spurring people to ask when the A List will be available and where they can get their own copy.

"I contact my clients at least eight times a year. The key is to communicate in a genuine way."

—JODI AVERY

Lisa A. Beach (lisabeach writes.com) is an Orlando-based freelance writer.

Be a Matchmaker

Jodi Avery makes a point of playing matchmaker to forge community connections, build relationships and keep in touch with buyers and sellers.

For example, this year's edition of Avery's A List includes Giving Matters, an initiative that helps buyers and sellers responsibly recycle their surplus stuff by pairing them with local charities. "I often encounter [customers] who don't know what to do with their unwanted items. Giving Matters helps them dispose of their belongings responsibly in a way that serves the community and makes them feel good," she points out.

Avery also hosts intimate "Like Parties" in her home, where she provides a catered dinner and invites a handful of people who socialize and share information about their businesses. They talk about what they do, like each other's social media pages and write Google reviews. She uses these private, small-group gatherings to connect service providers with her customers and build relationships.

Following Up Without Being a Pest

Does this sound familiar? You work hard getting buyers and sellers to the closing table, but then you drop the ball and they never hear from you again.

Fix this problem with "Saw this and thought of you" messages. For example, find a really cool article about how to choose paint colors and send an email to your database, personalizing it so it looks like it's just going to one person at a time.

"I found this fun article about picking paint colors and thought of you. ... Are you doing any spring cleaning updates?"

Some people will ignore it, some will answer back with their current painting status and some might reply that, yes, they are painting because they're getting ready to sell.

This approach works because it feels personal, helpful and friendly!

Source: Tara Jacobsen focuses on helping successful listing agents with their marketing! You can find her at MarketingArtfully.com.



Watch It!

Check out these videos that highlight the importance of staying in touch with buyers and sellers—and how to do it.

Peter Comitini: **How Do You Keep in Touch with Your Past Clients?**

<https://youtu.be/ypzcTBJaRDE>

Tom Ferry: **5 Rules for Exponential Growth**

youtu.be/dyzru5T8VG4

Jared James: **Staying in Touch with Past Clients**

<https://youtu.be/zdp0nRj5U0Q>

Bob Steward: **Creating Awesome Calls to Action in Real Estate Marketing**

youtu.be/diRK0esncgQ

Pat Hibi's **Real Estate Rock Star Radio: 10x Your Earnings by Creating an Expansion Empire with Mike Zinicola and Greg Erlanger**

hibandigital.com

PARTY TIME!

SHOWCASE PAST CUSTOMERS

At closing, Avery used to have her customers jump, and she'd take a picture of them in midair. "Everyone loved it!" she says. "As social media grew, I started the Jodi Avery Happy Dance at closing, using the Boomerang app. Clients and I dance for three seconds and Boomerang repeats it in rapid speed, creating fun, looping minivideos of our dances that I post on YouTube.

"My Happy Dances have gone viral and I have a huge following. Buying a house can be so serious, but through these videos, I

try to make it a time to get together and have fun. Recently I had a couple in their 80s (both on walkers) who wanted to participate. Their family and friends were thrilled to see them so happy," she says.

At the end of the year, Avery reposts the dances on social media and viewers can vote for their favorite.

Source: Jodi Avery (Search for Jodi Avery's Happy Dance videos on YouTube for fun examples.)

