

Agent Outreach: A New Real Estate Referral Program



Market Directly to Real Estate Agents with Agent Outreach.



Pinpoint Your Ideal Leads

Target New Listings:

We generate a weekly list of *new* listings that match your target parameters:

- The largest moves, Multi-bedroom homes (min and max asking price of home)
- Verified Homeowner owned and occupied
- Location: mile radius, zip codes, counties



Automatically Mail a Customized Postcard at the Ideal Time

Ask the Agents to Refer you More Business:

- With Agent Outreach, the agent will receive your branded postcard just as their new listing is asking for referrals.
- Include a pass along offer to the homeowner
- Load into CRM for telemarketing & other campaigns

You'll win more business by marketing to the Agent and consistently building a pipeline of valuable Pre-Mover Households.

BENEFITS THAT BUILD PROFIT

AN AUTOMATED REFERRAL PROGRAM

Grow a successful Real Estate program without any extra effort. This service keeps you in constant contact with RE Agent. Use the time saved with automated postcards to develop new marketing programs designed to build your referral business.

BETTER ROI

Experience a higher ROI on marketing and develop a robust sales pipeline of pre-mover households.

UNIQUE COMPETITIVE ADVANTAGE

This program is only available to a limited number of businesses, providing you an additional edge on the competition.

INCREASED REFERRALS

Automated RE Agent postcards make it easier than ever for Agents to refer you. All they have to do is hand their clients your postcard.

Automate Your Outreach to Real Estate Agents & Build a Successful Referral Program



Referrals are a marathon, not a sprint. It takes time to cultivate a strong relationship with an Agent, but is valuable long-term. Agent Outreach quickly automates the first outreach to the Agent. That's when you step in.

Build a Follow-Up Plan to Capitalize on Every Lead.

Automate the First Contact

We monitor new listings, identify the RE Agent and then send a postcard to the Agent for you. This builds brand awareness, provides an introduction, or acts as a friendly reminder to an Agent you already know, strengthening that relationship. Providing a pass along offer will ensure the card has value to the RE Agent and the Homeowner.

Follow Up with Further Communication

Use the Contact Information we provide (mailing address, phone number, email, website and social media links when available) for follow up communication. Consider sending an email, placing a phone call, or requesting a social media

Notify the RE Agent when you Book their Client Inspection

Send an email to the agent every time you make a sale. This simple gesture of making sure the Agent knows that their client is your priority will keep you on the RE Agents radar.

VIP Jobs

Realtor referred clients should always be given the VIP treatment, because they represent future work! If you make a mistake, own up to it immediately and make it right.

Thank You & Follow Ups

When the work is complete, follow up with the Agent and let them know it went well. Say "Thank you" for the referral. It can be a handwritten "thank you" card or chocolates for the office. Mix it up! If it wasn't a referral, but direct hire from the Homeowner, let the Agent know you helped their client and that you would be happy to help other clients in the future.

Additional Suggestions for Relationship Building:

- Set a sales goal of building relationships with 10-15 realtors that appear on the list regularly
- Present at Realtor Meetings or Attend Realtor Events
- Bring a snack or meal to the Realtor office
- Become active in the local Chamber of Commerce

Meet & Greet Agents with Automated Postcards

We do all the work:

- Find the new listings you desire
- Identify the listing RE Agent
- Print postcards & assemble mailing
- Mail consistently to fill your pipeline

One All-Inclusive Price!

Size	4 x 6"	5.5 x 8.5"	6 x 11"
Price	\$0.89	\$1.14	\$1.24

Helping Build BIG Pipelines since 2003!

CALL TODAY AND START MAILING WITHIN ONE WEEK!

CALL (303) 443-2070 or VISIT www.FMADData.com