

MARKETING SUCCESS SYSTEM GUIDE



Increase Referrals



Convert Leads into Listings

*Step-by-Step Marketing Success System for Realtors Who Want to
Generate More Referrals and Convert More Leads into Listings*



The Real Estate Marketing Success System: A Tale of Two Realtors

Meet Sophia and Bill. Two real estate agents who, like you, are good at what they do and eager to succeed.

Bill is struggling, working long hours and not making much money. Sophia, however, is thriving, making a high income and enjoying the lifestyle of her dreams.

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A Tale of Two Realtors... a closer look.

What's Going On?

When we take a closer look, we see the big difference is in their approach to marketing.

Bill's approach is to make real estate prospecting calls whenever he can, place some ads, and react to any enquiries that trickle in from his efforts. **He has no real estate marketing systems in place, other than scrambling for any leads he can get.**

When Bill does connect with real estate prospects and past clients, he doesn't offer anything of value. He just makes his sales pitch and hopes for the best.

Bill's marketing is inconsistent. When business is slow, he hustles like crazy, but when he gets a few listings, his marketing efforts stop. As a result, his income — and his stress levels — is like a roller-coaster ride no one wants to be on.

Sophia's approach, however, is different. **She does have real estate marketing systems in place.**

The Power of Systems

Sophia has systems for getting real estate referrals, generating real estate leads, and converting prospects into new clients and listings. These systems run like clockwork, month after month, and require just a few hours a month to manage.

Through her systems, Sophia connects with prospects and clients, regularly, using **personalized and impactful direct mail**, along with emails, social media, telephone calls and personal visits.

These systems consistently deliver **value** to her contacts.

As a result, Sophia is building loyalty with all her contacts. They know her. They like her. They think of her as their go-to real estate agent. Not surprisingly, she is generating and converting more and more good-quality leads and referrals, year after year.

And her income is soaring.

Which Future Do You Choose?

If Bill continues with his approach, he'll have to work just as hard for next year's real estate leads as he did this year. He may do okay, but chances are, his career will never thrive — despite how hard he works.

By contrast, Sophia has a much brighter future. She can expect to generate and convert more real estate leads and real estate referrals each year, simply because she's staying in touch with her contacts and doing so using **proven done-for-you marketing systems**.

So... which Realtor
would you rather be?

The Done-for-You Advantage

In the following pages, you'll learn how to do what Sophia is doing.

We'll walk you through the steps to building a business where **you generate and convert more real estate leads** from people eager to hire you. We'll also show you how our systems do most of the work for you — writing, design, printing, mailing, emailing and **even reminding you who you need to call and when**.

You just enjoy the results!

Ready to make it happen? Read on...

It Starts with Your Real Estate Database

A well-managed database is key to delivering value and building relationships with your past clients, prospects and referral sources. Without it, countless leads will just slip away — without you even realizing it.

That's why our **Marketing Success System** includes **IXACT Contact**, the industry's best CRM for Realtors.

It fully automates all your contact management activities, making it quick and easy for you to add names, manage contacts, and build relationships with those people. **IXACT Contact** also comes with:

- Ready-to-go drip email campaigns.
- Listing and buyer management.
- Keep-in-touch dashboard to manage all your communication reminders in one place.
- Task management.
- Calendar.
- And much more.

It's the complete toolbox of real estate CRM and marketing management features to help grow your business.

Your Best Source of Leads

Your real estate database isn't merely a list of names. It's a goldmine, comprised of past clients, prospects and business-to-business referral sources that — assuming you do the right things — become your best and most predictable source of real estate leads.

Consider this example... Say you're looking for a contractor. There's one you used a couple of years ago who was fantastic, but you can't remember his name. That's too bad for him, because he probably won't be getting the work!

But imagine if he had kept in touch with you. You wouldn't need to "remember" his name because you already know and trust him. You'd call him right away to renovate your bathroom. Not only that, you would have probably recommended him to many friends, neighbors and colleagues over the years.

That's what happens in the real estate industry. The overwhelming majority of buyers and sellers hire a real estate agent because... **the agent has built a relationship with them, or the agent was recommended to them.**

If you're not tapping the goldmine of your database, by using the right systems, you're losing out on most of the business out there.

How much business can you get from your database?

Let's take a look at an example...

Say you have 100 clients (past and present) in your database, and you're using our Marketing Success System. How many referrals can you expect to get from those people?

100



100 past clients and other qualified contacts in your IXACT Contact database.

Those contacts will know an average of 3 people who will move each year.



3

20%



Using our systems, you can reasonably expect to get 20% of those leads.

In one year, that's 60 leads for you.



60

9



It's likely you'll close at least 9 of those leads.

That will result in about 12 transactions. (Some will both sell and buy with you.)



12

\$120K



Based on \$10,000 commission per transaction, your revenue would be \$120,000.

That's income you would only get by using the right real estate marketing system. If you didn't have the right system in place, those leads would have gone to the competition — probably without you even realizing it.

A Closer Look at



IXACT Contact®



Included with your Marketing Success System.

IXACT Contact is a real estate CRM that makes it easy to build, manage and leverage your database for more leads.

It's cloud-based, so you can access it with any computer, tablet or smartphone. Here is a quick summary of its keep-in-touch features.

- ✓ Automated birthday reminders.
- ✓ Automated move-in anniversary reminders.
- ✓ Direct mail newsletters, drip email campaigns and other communications scheduled in just a few clicks.
- ✓ All your activities and communications managed with the contact-specific keep-in-touch dashboard.
- ✓ Email marketing platform, including insightful campaign reports.
- ✓ Monthly automated, customizable e-Newsletter.
- ✓ Transaction management and document storage.
- ✓ Marketing events managed, such as client appreciation picnics and new buyer seminars.
- ✓ A business directory built to position yourself as the expert and nurture business-to-business referral sources.
- ✓ Rich contact profiles, along with history of all conversations and communications.
- ✓ Robust calendar and task list, including automated task and appointment reminder emails.
- ✓ Mobile app.

And that's just the tip of the iceberg. To explore all the **IXACT Contact** features that will help manage grow your business, [visit our website](#).

Proven Real Estate Marketing Success Systems

Here at Morris Real Estate Marketing Group, we've worked with more than 20,000 real estate agents over the past 25 years. We know exactly what works to open the floodgates to more business for you.

Success System Ingredients:

Direct Mail

Direct mail is, by far, the most effective way to stay in touch with your past clients and prospects. Without it, you won't get and convert nearly as many referrals as you should be.

Why does direct mail work so well?

It's popular with all generations. Even 92% of young people say they prefer direct mail to make purchasing decisions! In addition, mail is not a crowded channel, so if you send an eye-catching piece containing valuable information, it's going to get noticed.

Direct mail has the unique ability of reaching 100% of your past clients and prospects, guaranteed. No other channel does that. And direct mail can make a personal connection that's second only to a personal call or visit.

Our **Marketing Success System** includes ready-made, customizable direct mail newsletters designed to:

- showcase you and your brand,
- deliver valuable news and information,
- position you as the referral-worthy Realtor.

We do all the writing, design, printing and mailing for you.

Email Marketing

Email is a powerful way to connect with prospects and clients for two reasons:

- It's an ideal complement to direct mail.
- You may have contacts in your database without mailing addresses and therefore will not be receiving your direct mail newsletter, so an email update fills the gap.

Your email updates should be focused on delivering value, in the form of helpful market news, and articles with helpful tips on buying and selling a home.

Our **Marketing Success System** includes a monthly e-newsletter that is already written and formatted for you, ready to go. Once scheduled, your e-Newsletter will go out automatically each month to the contacts you selected.

You also get the keys to a huge library of ready-made **drip email campaigns** for targeting FSBs, renters, sellers, buyers, and other groups — so you can successfully convert leads into clients!

Relationship-Building Phone Calls

Phone calls are powerful because they enable you to answer questions, get updates and further build the relationship. Your contacts need to hear your voice!

How you approach these calls is crucial. Keep the focus on them rather than you.

Our **Marketing Success System** will automatically remind you of who to call each day!

Annual Real Estate Check-ups

For many of your clients, the home is their biggest investment — and certainly the one they're most emotionally attached to. That's why they appreciate it when you visit to review the current value of their home each year.

Our **Marketing Success System** includes tips and guidelines on how to conduct these visits in a way that builds loyalty. In **IXACT Contact**, you can also set an automated reminder of when these check-ups are due.

Move-in Anniversary and Birthday Wishes

Who doesn't like a birthday or move-in anniversary card? It's almost impossible to receive one and not appreciate the thought. You can mail a card with a nice message from you, send an email or, for your best contacts, phone.

In **IXACT Contact**, which is included in our **Marketing Success System**, you can set reminders of birthdays and move-in anniversaries so you never forget.

Client Events

A client event is often memorable to everyone who attends, and reaps benefits for you in a multitude of ways. You get to meet contacts you may not have seen in a while. You strengthen relationships. And your contacts may bring others who become new leads for you.

Ideas include neighborhood picnics, new buyer seminars, and renovation workshops. Our **Marketing Success System** allows you to easily manage all the tasks required to organize an event.

Our Marketing Success System Formula

Marketing Success System to **INCREASE YOUR REFERRALS**

Direct mail, 12 times a year.

Email update, 12 times a year.

Relationship-building call, 2-4 times a year.

Annual real estate check-up,
once a year.

Birthday and/or move-in anniversary wishes,
once a year.

Client event, once a year.

Expected Results:

Dramatically more referrals from past clients,
which increase year after year.



Marketing Success System to **CONVERT LEADS TO CLIENTS**

Direct mail, 12 times a year.

Email update, 12 times a year.

Phone call to “moving soon” leads, bi-weekly.

Phone call to “maybe moving later” leads,
four times a year.

Drip email campaign to specific groups of
prospects. Emails sent once a month.

Client event, once per year.

Expected Results:

Significantly more leads converted into
new clients.

Marketing Success System: 2 Common Questions

1 Who does all this work?

The **Marketing Success System** has a lot of components, all working together to help you get and convert more leads into listings. But the good news is, we do all the “heavy lifting” for you.

We handle all the writing, design, printing, mailing and emailing.

We give you a single dashboard, within **IXACT Contact**, where you can manage all your marketing communications.

We offer practical marketing advice, coaching and instruction whenever you need it.

It's like having an expert marketing team by your side, doing the work for you.

Remember...

- ✓ PRINTING – **We do this for you.**
- ✓ DESIGN – **We do this for you.**
- ✓ WRITING – **We do this for you.**
- ✓ MAILING – **We do this for you.**
- ✓ EMAILING – **We do this for you.**

Our system even reminds you who to call each day!

2 Won't I be contacting my database too often?

You don't want your contacts to feel pestered or constantly pitched by you. The good news is, our system does the exact opposite. That's because the direct mail newsletter, email updates, telephone calls and personal visits puts the focus on them, not you.

Each communication you make using our system delivers exceptional value to your contacts, continually positioning you as their Realtor-of-choice.

Think about it.

Your contacts are not going to mind if you:

- ✓ Let them know what their home is worth on today's market.
- ✓ Wish them a Happy Birthday.
- ✓ Send them a move-in anniversary card.
- ✓ Say hello and ask how their family is doing.
- ✓ Check if they have any real estate questions you can answer.
- ✓ Find out if they need any referrals to other professionals (such as contractors).
- ✓ Advise them on market conditions in their neighborhood.
- ✓ Give them tips on how to make their home a safer place to live.
- ✓ Provide valuable home improvement tips.

How do we know this approach and frequency-of-contact works? Thousands of agents — just like you — have been using our systems for years, and getting spectacular results.

Our Real Estate Marketing Success System Saves You Time and Makes You Money!



Remember Sophie from earlier in this guide? She uses our Real Estate Marketing Success System and is very successful as a result. What is a typical month like for her, assuming she has 100 contacts in her database? Let's take a look:

00:25
HOURS MINUTES

25 MINUTES PER MONTH

Sophia writes personalized content for her monthly direct mail newsletter and sends it to us. We handle the design, article writing, printing and mailing to her contacts. If Sophia is too busy to write her personalized content, we write it for her.

00:25
HOURS MINUTES

25 MINUTES PER MONTH

Sophia personalizes and schedules email updates to be sent to her contacts.

02:00
HOURS MINUTES

2 HOURS PER MONTH

Sophia makes thirty relationship-building calls.

00:15
HOURS MINUTES

15 MINUTES PER MONTH

Sophia receives automatic reminders from the system of eight move-in anniversaries and birthdays. She mails each a card.

05:00
HOURS MINUTES

5 HOURS PER MONTH

Sophia prepares 10 annual real estate check-ups.

00:10
HOURS MINUTES

10 MINUTES PER MONTH

Sophia adds five new contacts to her database.

02:00
HOURS MINUTES

Total time required by Sophia:
Approximately 2 hours a week.

As a result of that modest time investment, and using our Marketing Success System, Sophia gets and converts a steady flow of referrals — in numbers that increase year after year.

Next Steps

The sooner you start using our **Marketing Success System**, the sooner you'll start to receive and convert more referrals. The good news is, getting our Marketing Success System set up and working for you is easy.

Contact us to schedule a free **Marketing Success Consultation**. We'll discuss your business and goals, and recommend a personalized marketing success plan for generating and converting more referrals, using our real estate marketing system.

Are you a Rookie Realtor?

Get your career and income soaring, sooner. Contact us for details on our special start-up program for new Realtors in their first year of business.

About Morris Real Estate Marketing Group

As a family owned 3rd generation company, we know firsthand that getting and converting referrals is the cornerstone of success. After all, we've been doing just that since 1929!

Today, we're North America's leading source of done-for-you marketing systems for Realtors. Our thousands of clients enjoy a higher level of success, and a more predictable (and bright!) future, because they're able to generate and convert more referrals into listings — at a rate that increases year after year.



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