

## ***How to market your real estate business without really trying***

### ***Don't do it alone***

Memberships in different organizations will put you into contact with lots of other people. Whether you become an active member in church, the PTA, Rotary or Lions Clubs, your homeowner's association or the book-of-the-month club, regular contact with others via meetings and gatherings is an invaluable way to network with people who will get to know you on a personal level. When those other members decide to buy or sell property, they'll want to talk to you about how to get started. You'll never even feel like you're busy marketing because you'll be having too much fun participating in the group's activities. Just be yourself and others will come to know and trust you and want to use your services when it's time to buy or sell a property.

### ***Keep your information handy***

In some respects business cards seem a bit obsolete. With computers, cell phones, tablets and the Internet, many people simply rely upon pulling out the smart phone and surfing the web to find a name and phone number, but don't toss those business cards out just yet. If you're out and about getting involved in various organizations around you, then having a business card handy is not only professional and much better than grabbing that grocery receipt out of your wallet to write down your phone number, but it's also a tangible reminder about you that you place right into the hands of a potential client. Be sure your business cards are of quality stock, contain all of your information required in [Rule 61J2-10.025, FAC](#), and are pleasing to the eye. You may even want to consider business card magnets for the fridge. Don't forget to carry plenty of cards because you don't want to have to say, "Sorry, I don't have a business card with me."

### ***Give them something to talk about***

Have you just made a client unbelievably happy? Then shout it from the roof tops, or at least on your web site. Ask satisfied clients to provide you with testimonials and place them on your web site. Be sure you actually do have a web site! In today's fast paced technology-based environment, being accessible to potential clients on the Internet is vital. When people find your web site, give them something of value – testimonials about you. Writing reviews about a product or service has become the norm, and you may want to consider allowing clients to post their testimonials or reviews right to your web page. Many people read reviews before making a decision about a product or service, so take advantage of your own good work and let others know. You've worked hard to build a good reputation, so put it to work for you.

I recently bought a house using the services of John B. Smith, a real estate broker from Anytown. John did an amazing job and was able to help me save nearly \$10,000 from the original asking price. He was very prompt, curious and knowledgeable and he made the buying process so much less stressful than I had anticipated. I will definitely use him again in the future and I highly recommend his services to others.

Happy Homewoner