

Lois Geller's 5 Real Estate Tips

Whether this is a feast or flat real estate market, you can reach your objectives. Stay positive, and try these Bonus Tips:

1 Think about making friends in the mail, not just asking for a lead. One way to make friends is by telling the person something about yourself.

One thing you might consider is sharing a hobby, and how that hobby affects your real estate business. So, if you're a ballroom dancer, you might talk about how you enjoy doing that at a local studio two or three times a month.

You might mention how it relaxes you, and the fancy footwork you learn helps you keep in step with the neighborhood...because you meet many people at the various events where you dance.

If you are a car collector, then talk about the hobby, because it makes your personality come alive to the recipient of your mailing. It also makes you memorable to them. People might soon forget your face on your cards, and yet they'll always remember something you told them about yourself.

2 Write to people from a knowledge level. Now, what does that mean? In direct marketing it means that you are writing to people and relating something that you know about them.

So, if you rented a list of people who are parents of young children, you might mention the schools in the area, and the parks, or the challenges of moving to a new area... for kids.

Or, maybe there are some new restaurants or shops downtown, you might mention how downtown is changing and you noticed that there are these new places to see. Also, it seems like there are quite a few people moving in and out of our area. If you're considering a move, or know someone who is, then will you call me and I'll drop off a copy of my new White Paper ,Tips for an Effortless Move... for them.

3 Test inserting a small gift in your mailing. Envelopes that are little bit bulky are opened first. So, write a letter that is interesting, and then include a pen or a bookmark or a lucky charm in it. On the P.S. you can say that you've included a tiny pen that they can use to make note of someone they know who might need your Tip For An Effortless Move paper, or a friend who might be looking for a home for their mother-in-law.

4 Add interest to your mailing, by using bullet points, yellow highlighter, a handwritten note on the margin, and your signature in blue ink. People like reading letters that look real, and sound like they're from a real human being. So, when you highlight something...their eye goes there. Try making your letters fun to read, short paragraphs too...and sign it in blue.

5 When you do your mailing, use a live stamp, as it adds credibility that you mailed it yourself. Some interesting stamps are available from the post office, and you can even have them make a stamp with your photo on it (which is a conversation piece also). You can also test enclosing an envelope with a stamp on it, and a card for them to respond to your offer in there. Stamps, and envelopes are all involvement devices, and we've found that people who begin playing with your mailing, often respond to you. So give it a try.



Lois K. Geller is founder and president of *Mason & Geller Direct*, a full-service direct response agency, formerly of New York City, now in Hollywood, Florida. Previously she had headed up *AC&R Direct*, a *Saatchi & Saatchi* agency, *Geller Direct*, a *TWBA* subsidiary, both in New York City, and *V&B Direct* and *JWT Direct* in Toronto. Lois is the author of **Sold! Direct Marketing For the Real Estate Pro** and four other direct marketing books. She also taught New York University's lead direct marketing course for 10 years. Lois appears frequently on radio and television and is a sought after international keynote speaker. Contact Lois at: lois@realestaterelish.com