**Changing Places - Micro Campaign**

**The following is an example of a marketing initiative.**

**1.** Select a street (up to 200 records) within your service area and deliver the Price Drive letter

**2.** The following day telemarket the street with the following script:

(Using an assumptive close)

 *“Good afternoon, is that Mrs/Mrs? My name is X from changing places estate agents. Just giving you a quick call to see if you received the letter in your mail box regarding a free market opinion on the value of your property this week?*

*“Mr /Mrs over the next 7 days we will be offering all the residents of X suburb a free market opinion on their home and I would be delighted to include you in our initiative, im going to be in your street on Wednesday between 4pm & 7pm would you be home at that time so I can pop in and drop off your complementary report?*

**3.** If they are interested in receiving a free market opinion/report add this appointment to you diary – always remember to ask about details of their property when they agree to a market opinion eg. Bed / bath / car / improvements – update details in Complete Data under appraisals

**4.** If not interested, thank them for their time and deliver a hand written thankyou card with a $1.00 scratchy

**NOTE:** Always ensure data is updated in Complete Data and notes are made for each conversation.

**\***Phone numbers can be found in Price Finder / Phone Search