**Changing Places - Street Campaign**

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

**1.** Select the street of a new listing about to hit the market and drop the brochure of this property with a ‘just listed’ sticker or note/flyer into every mailbox within the street. Then telemarket the street and deploy the following script, *“Good afternoon, is that Mrs* *Williams? My name is X. The purpose of my call is to see if you received the brochure* *regarding number 10 High Street that I delivered to you yesterday?”*

**2.** Receive response and then say, *“Would you be interested in attending our open for inspection this Saturday between 10 and 10.45am?”* If the answer is *“yes”* simply ask, *“Is that because you are possibly considering moving or are you simply interested in keeping up-to-date with the values in the area?”* Receive answer and categorise as a possibleattendee.

**3.** Send SMS on Friday to all possible attendees to confirm the open for inspection time and let them know they now have your number should they require any further information.

**4.** On Saturday evening contact all identified possible sellers and let them know the open for inspection feedback, such as, *“we had good numbers of people through the* *property yet some of them wanted a different style of home in this location, which is* *great as it indicates our marketing is working.”*

**5.** For possible future auction vendors you may send them a Saturday evening SMS saying, *“We had a great day in the marketplace today with a 97% auction clearance rate.* *Enjoy your weekend.”*

**6.** Continue with feedback and interest and mention the types of buyers who have been interested in the area and what they are prepared to spend. This allows you to save grace if the property is not sold quickly and potential sellers will understand you have the buyer; that particular property just didn’t match their needs.

**7.** Once the property has been sold, conduct another mailbox drop within the street with a sold sticker on the brochure or note/flyer including a comment stating people are still looking to buy in this fantastic street.

**8.** Send a specific letter one week following the mailbox drop inviting all owners to have the value of their property reassessed in light of this most recent result.

**9.** Telemarket the street to inform property owners personally that the home has been sold and use the opportunity to advise them of the actual price achieved, if asked.

**10.** A week later, telemarket the street again explaining that many of the street’s residents have requested a report that you have designed (Comparative Market Analysis - CMA) explaining that this report has nothing to do with selling their property. Rather, its purpose is to keep them up-to-date with sales in their area over the past 6 months. Ask if they would mind you dropping this over to them as a complementary report that will be updated every 6 months as part of your commitment to keeping residents fully informed regarding property values in their area.

As you can see, a marketing initiative is a strategic group of actions and activities that are performed in a predetermined sequence. In my opinion, you only need 5 initiatives to make up your entire prospecting program, however this one change in your business will make you more connected to your market. Whatever prospecting method or script you choose, it’s important to have a menu of probing questions to assist you to get down deep into the real issues.

Appendix 15