



STAY IN
TOUCH

Follow-Up System®

OWNER'S MANUAL

*Taking the Guesswork
Out of Real Estate
Marketing*

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GETTING THE MOST FROM YOUR STAY IN TOUCH FOLLOW-UP SYSTEM®

Congratulations! You have in your possession the most *powerful, proven, least expensive* and *simple* means to **stay in touch** with your past clients, customers and entire sphere of influence, consistently...and memorably. Not only is your system dynamic in design, its messages are consistent: saying “Thank you” for their confidence in the past and asking them for their continued support by referring you to others. What a powerful way to make your business grow... without effort! The planning is done for you. *You* must put the plan in action.

Statistics show that 93% of those who purchase their home through a Realtor are pleased with the service received, but only 11% buy from that Realtor again. Why? Because they cannot recall the Realtors’ name! Further, studies show that frequent and consistent follow-up is the single most important factor in obtaining repeat and referral business.

Now you are ahead of the game. You are poised to reap the rewards of consistent, memorable follow-up...resulting in an almost immediate, and consistent, increase in word of mouth and referral business.

Do not expect the *Stay In Touch Follow-up System®* to work as a one-time “gimmick”. Your proven results will best be obtained when you make this system a permanent ongoing part of your business. Every individual sees between 3200 and 3500 images each day. You must find a way to distinguish yourself from the “herd”....and be quickly and easily identified. That is, have a unique and memorable identity as a *professional* in your field.

Consistent mailings over a sustained period of time is the best way to keep your name in front of your contacts and future prospects. Studies show that it takes 7 contacts having the same message for the recipient to recall it.

By using this proven system, in design and message, when the recipient is ready to buy or sell, you are “top of mind”. They will call you!

In this short manual we will help you build your mailing list. This list is your **goldmine!** To place one campaign accomplishes nothing. To mail to persons who have not met you face to face, or done business with you in the past, gains you nothing but lost dollars.

The *Stay In Touch Follow-Up System®* positions you as a professional and as a person who can be relied upon to give them outstanding service. It also demonstrates that you care enough to **Stay In Touch** with them.

So begin now! You have 12 months of postcards in this kit...a complete year of marketing material, designed and proven. You will get a reminder when your current year of postcards is running out. A new Edition will then be ready for your continued commitment to your business.

Ready...Set...Go....

STARTING THE SYSTEM...

The *Stay In Touch Follow-up System*[®] is proven, easy, and effective...but, it does not just work automatically.

Purchasing was the right decision. Now, you must take these five simple steps:

1. **Schedule your mailings - right now.**

Plan to make twelve months of consecutive mailings. Put the date of mailing each month on your calendar (See our “Scheduling Mailings” helpful hints to set your schedule). Stick to it. Let nothing interfere. If you get off track your business will suffer.

2. **Assemble your mailing list:**

When you placed your order with Stay In Touch we discussed the number on your list to determine the number of cards/kits purchased.

Hint: take the time to put your list in the proper form and add to it continuously...i.e. every new person you meet or do business with. And remember: your sphere of influence is invaluable.

3. **Personalize, address and post your cards:**

- If you personalized your cards, you will simply address, post and mail.
- If you purchased blank cards or cards with our standard pre-printed message only, you will need to design and have printed the message side of your cards. The message is important...but, less is more. Don't be guilty of trying to put too much text on your cards.

Hint: a pleasant message is better than “tooting your horn”. With all the images seen each day, the public has grown tired of results and statistics. They want to deal with a “friend”. Be one! Hiring an agency or graphic designer is a consideration...and, smart.

4. **Visit your local Post Office before printing and posting:**

- Show them a sample of your card design, and ask for their approval and/or suggestions. Postal regulations change. And new automation equipment has specific perimeters. This precautionary step can save you much unnecessary work and expense!
- Decide whether to send via first class or bulk/standard mail. If your list has over 200 names, bulk/standard rates are more cost-effective.
- If you decide on bulk/standard mailings, you will need a permit. This permit is printed on the cards in the form of an indicia and carries a yearly fee.

Hint: the posting technique won't make any difference in attracting readership.

5. **Stay On Plan:**

Establish and adhere to a fixed schedule for your mailings, as opposed to mailing your cards haphazardly...or, when you remember. Make your mailing schedule a priority and a hallmark of your own professionalism.

Hint: keep refreshing your mailing list, and mail on time each month.

SCHEDULING MAILINGS...

Take time *now* to mark your calendar with a reminder of when to mail your cards each month. Each month's mailing date should be different (our research proves this to be more effective for repetitive mailings). If you are using bulk/standard mail, setting the date of mailings may be best determined by asking the Post Office how far in advance the cards must be mailed to arrive in a timely manner. (Although postage is less, the time to deliver is longer...it's a trade off decision only you can make). *Hint: your indicia carries a renewal fee each year.*

Cards should be mailed every month, but not necessarily exactly every 30 days. You do not want your cards to arrive on the same date every month. When planning your schedule, look at the subject matter of the card's picture. If the picture is strongly associated with a holiday, the card should arrive before the holiday. If the picture is a seasonal image, then it can arrive anytime of the month.

January cards should typically arrive on or before the first of January...to give Happy New Year wishes. Cards for February, March, April, May and June should typically arrive around the middle of the month (avoiding competition with first-of-the-month bills). July is generally mailed to arrive before the 4th of July. Cards for August, September and October can arrive either at the first or the middle of the month. Cards for November and December, however, should be mailed to arrive toward the middle or later, when the festive mood is at its peak.

No doubt when you ordered your *Stay In Touch Follow-Up System*® we stressed that the easiest and most cost-effective way to personalize your cards is to let us do it for you! Ask yourself if designing and printing your cards is the most efficient use of your time. Our knowledge of the marketplace and experience with time and cost has convinced us that doing this yourself means you place little value on your time...time that could be better used to generate more sales, or simply for added quality personal time. If your making the effort is to save a few dollars, we urge you to reconsider. (If you have changed your mind at this point you can call us: **1-800-241-9991**. *We will work it out for you!*).

But, we assume you still choose to take care of the entire process - design the face, printing, addressing, sorting and delivery to the Post Office, so there are things that we suggest you know.

The “look” or “layout” of your card is very important to the success of *the Stay In Touch Follow-Up System*®. An attractive, non-cluttered layout is proven to work best. It is always smart to remember that you are not pleasing yourself, but hoping to set a professional image in the minds of the recipient. We will be the first to admit that in each of our Edition of postcards, there is a weak card and a strong card. To each of our customers, and, among our staff, these cards differ! Case in point!

(We are happy to send you a sample layout. Just ask!)

And, more words of caution and accumulated wisdom...

Be sure your printer can handle the job. Remember to get a “proof” copy from the printer for your close examination, prior to printing. As noted above, take this proof to the Post Office to verify that it meets all postal regulations. Have the printer hold off on printing

PERSONALIZING YOUR CARDS

until you have verified all text...and all regulations. (Regulation verification also includes company logos, National Association logos and disclaimers.) And, again, if using a postal permit, be sure the indicia is included on the proof.

The following are things we recommend you include on the message/face side of the cards:

- Your photograph. Hiring a professional photographer to take your picture assures maximum impact and believability.
- Your Name (Important! Don't forget this.)
- Your Signature (This adds the personal touch) To guarantee a clear reproduction of your signature, sign your name in black ink on a white sheet of paper before giving it to your printer.
- Your Company Name
- Your Company Logo
- Your Address
- Your Contact Information: Telephone – Fax-Email-Web Address
- Your Indicia (That bulk mail permit you decided to purchase, if applicable)

With today's technology, you can design and print your cards yourself. However, we still recommend quality...don't take short cuts just to save a few cents. In the long run, your business suffers. Yes, you may still be successful. But you have no way of measuring how much more success you would have achieved had you gone "**first class**". So many of your competitors do not understand this... If you do, you can soar!

Once you have your list of names, put them in a format that will work for addressing the cards. Many programs export to one of the most simple:Excel. Whether you address and sort, or you outsource this, the correct format will save you, and/or your vendor, much time in completing the task. Ask your vendor if they perform address verification processing.

Hint: There may be a charge, but it will be cost effective in the long run.

BUILDING YOUR MAILING LIST...

The better your mailing list, the better the *Stay In Touch Follow-Up System*® will work for you. Yes, a list can be purchased...the easiest way. But, again, our experience has taught us as well as many of the thousands of owners/users of the *Stay In Touch Follow-Up System*® that this is not the **best** way. *Hint: If you do not understand this, call us and let's talk.*

Understanding the principles behind this will give you confidence that your list must be built. We believe you can build your business beyond expectation by being consistent and patient, starting with your *sphere of influence*. This is a list of everyone you know including everyone you have done business with in the past. It is easy to do, even if you think you have no reference from which to start.

Just sit aside one evening and begin, using the categories listed below. You will be surprised how quickly your mailing list will come together.

- Past customers/clients
- Friends
- Relatives
- Closing attorneys
- Country Club Members
- Lenders
- Insurance Agent
- Veterinarians
- Business contacts
- Co-workers from previous jobs
- Dry cleaner
- Contacts from sports club
- Chiropractor
- Neighbors
- Dentist
- Accountant
- Tenants in rentals
- Bank tellers
- Barber/hairstylist
- Chamber of Commerce members
- Family physician
- Friends of family

And, two important ones that are so often overlooked: fellow Realtors, both local and in other states (after all, who sends you referrals...remind them to think of you!) and everyone you meet, especially everyone who visits an Open House.

The diagram on Page 6 illustrates how mailing to your sphere of influence works.

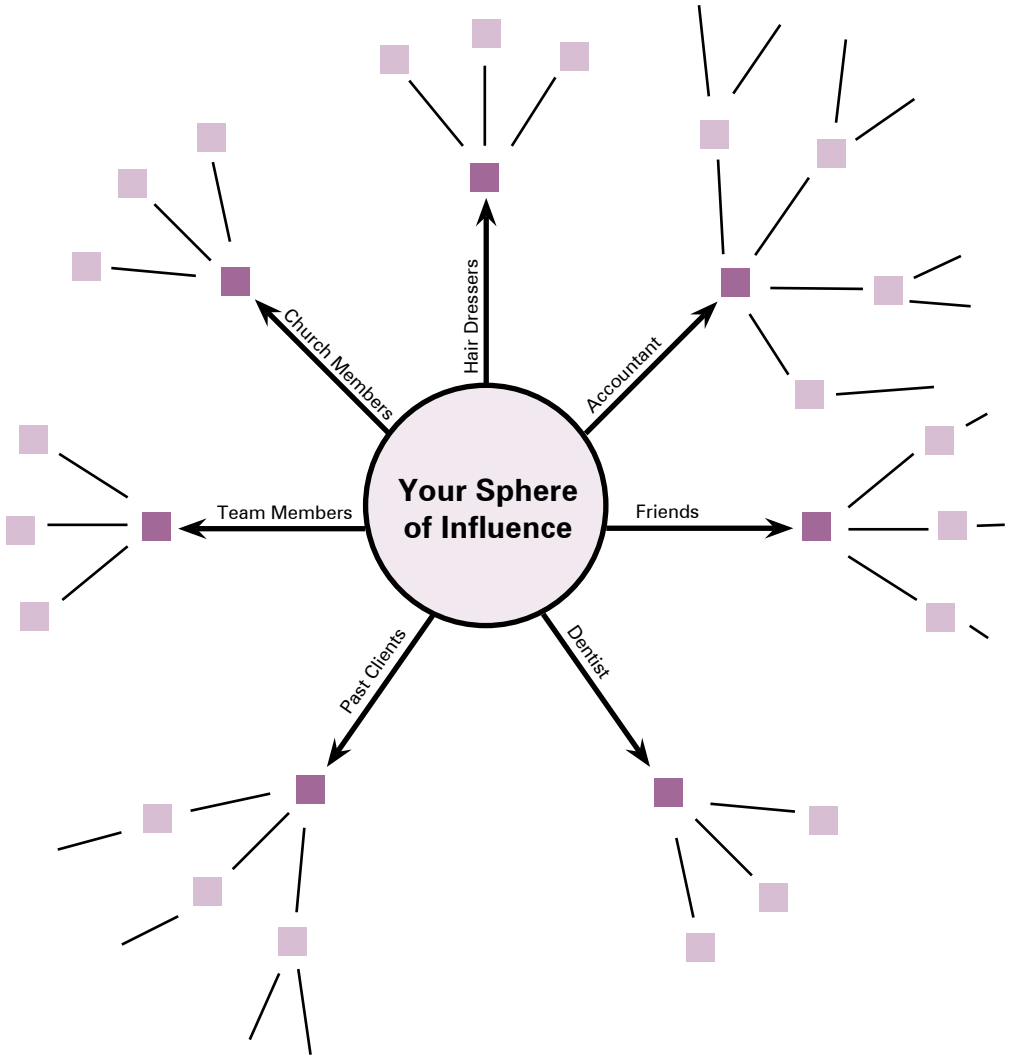
Study it! Believe it!

The *Stay In Touch Follow-Up System®* is the most **Powerful, Proven** and **Simple** way to stay in touch and grow your business...**on purpose**. But unless you follow the guidelines outlined in this manual, we cannot guarantee it. And, you must be patient. You are not sending the cards to get direct response (only 1-2% response can be expected from direct mail), you are sending the cards to be “top of mind” when someone, anyone, on your list has a need, or knows someone who has a need, for a professional in your field, whether buying or selling.

Do not give up too quickly. Make the commitment to the success of your business. Work it! Competition today in every arena is more keen than ever before.

Good marketing is based on the right list and the right message, repeatedly and consistently! Although you may tire of the repetition, the principles remain the same: others don't and repetition works.

Good luck! Good selling! And, Stay In Touch!



Be top of mind when a friend needs or knows someone who has a need for a Realtor.

Grow Your Business... on Purpose!

We Need **YOUR** Advice!!

Please let us know...

1. Was your order satisfactory _____
2. Would you order again _____
3. Was the Quality what you expected _____
4. Did service meet your expectations _____
5. How can we improve _____
6. What items would you like to see us carry

Name: _____

Address: _____

City, State, Zip: _____



We Like Referrals, Too!

Thank you for telling a friend or fellow associate about the *Stay In Touch Follow-Up System*[®]. Helping them grow their business will help you: When they buy, part or all of your next order may be **on us**.

Referrals truly are *rewarding*.

Name: _____

Company: _____

Telephone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____



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Thank You!

Please send your suggestions, and referrals, or both, to our mailing address, fax...or call:
1.800.241.9991