



A Personal Testimonial...My Business Success

Have you ever encountered a past client or friend while out and about and they just can't wait to tell you that they just purchased a new home? Well I have. You congratulate them on their new home and let them know how happy you are for them but secretly wonder why they didn't call you. While they were pleased with your services or they know that you are good at what you do, they just didn't think about you. While I realize that you can't be part of every sale, you certainly can increase your odds with some good communication.

Communication. We can't be successful without it. We all know how important it is in every aspect of our lives. We need to communicate with our spouses, family, friends, business associates, current clients, past clients and future clients. It can be so very overwhelming! As you build your career in Real Estate it becomes impossible for you to personally keep in touch with everyone. Simply put, everybody that you come in contact with might need your services or refer you to someone who does need your services. We all love referrals. They just need to be reminded of what you do!

How do you remind people of what you do? We can all manage a call or two but then get too busy. We need a methodical and a consistent way to stay in touch with all of our clients. The best way to keep their attention is with attractive mailings. Something that is easy, consistent, pleasing to the recipient and not up to you to mail. I went the route of mailing myself once and got so busy with daily business that I had boxes of unmailed letters in my office. The best solution is to let someone else take care of the mailing. In fact, let someone else take care of everything while you take care of business and do what your best suited for!

You know that you need help but where do you turn? That is where Stay In Touch comes in. We have researched different companies extensively and looked at sample cards, letters, etc. So many of the samples were of poor quality, paper thin, and did not reflect the quality of our service. There was only one that stood out from the others and that is Stay In Touch. Stay In Touch is an oversized jumbo

postcard with a quality thickness. The postcard features beautifully colored pictures with a topical picture and message.

We have found this service easy and affordable. We just e-mail our list of clients monthly to Stay In Touch and they do the rest! We also have sponsors that help us financially. We refer the sponsors at the bottom of the post card on the message side. We refer top notch title companies, mortgage brokers, inspections services, insurance companies, etc. This minimizes or totally covers the cost of our Stay In Touch program. We have found that the vendors we frequently use do not hesitate to advertise with us.

Keeping in touch is how you build a solid client base. This communication with past clients means referrals for you. Some of our clients frame the postcards. They appreciate the thoughtfulness and refer us to their family and friends. How great it is to have past and future clients calling you!

Truly the Stay In Touch system has been a mainstay to our success!

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