

# The Daily Communicator™

## Real Estate Sales Strategies ....That Work

A Mature Approach To Niche Marketing (Part 2)

Once you've compiled your detail niche prospects list, what do you say to them? I've always believed in offering value and services as a way to become a trusted advisor. But it's important to target the services you offer to the niche you've chosen. For example, for our mature homeowners' niche, I'd offer:

- An interview with a financial planner so the homeowner can identify profitable uses of the equity freed up should I sell their home.
- A free phone consultation set up with a CPA regarding the IRS 1031 tax-deferred exchanges for owners of investment properties.
- A consultation with me to discover if there are any state or local benefits offered to seniors who sell their homes.
- Lists of properties that offer the same level of amenities as the current home but have a smaller overall square footage. I'd also include some zero-lot line developments that reduce the amount of yard work, a plus for some older homeowners.

The next step is to determine the least expensive and most effective way to make customers aware of these free services. This depends on the results of my research. If I've obtained e-mail addresses, then that's my chosen route. However, it's usually easiest to get addresses.

After I send a postcard or e-mail, I followed up with a phone call. Due to recent no-call legislation in some states you may have to send the postcard or e-mail, and then follow up with the free services in another mailing. Of course, some prospects may call you for more info, thereby eliminating the outgoing unsolicited call.

Depending on the response, you are now led to an appointment, executing some of your services, cleaning up of your list, or another database entry with a tickler date.

There are other ways to reach the demographic niche you've chosen. For the mature homeowner, for example, you can advertise your offer in senior magazines, sponsor senior events, and hold seminars on the mechanics and advantages of downsizing.

Spending your time servicing a selected niche group of people will not only bring you prospects and profit, but will also make you feel good about your chosen career.

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