



## **Use Market Reports to Keep Your Name in Front of Clients All Year Long!**

Choose an attractive binder suitable for adding pages throughout the year. For your cover page use an aerial photo, a picture of a something distinctive about the area, or one of your current listings. (Make sure your name and company information is also included!) Next, list the comparable sales for the year along with pictures if available. You can also include any of the following:

1. Highlights from the last year (i.e. local high school won the league championship, July 4th block party, etc.). Be sure to include pictures and any other types of pertinent information for people who live in the area.
2. Quotes from local experts about what they expect the local real estate market to be like in the upcoming year
3. Quotes from old or new residents in the community about what they like about the area.
4. New services in the area
5. Assessor's maps and/or title company information
6. Information about what economists believe will be happening to prices and interest rates
7. Addresses and phone numbers of public services such as police, fire, library, etc. as well as phone numbers for local merchants
8. Information about upcoming sporting events, plays, concerts, and other types of leisure activities
9. Any fun idea you believe people will enjoy such as gardening tips, barbecuing ideas, etc.



Send copies of your “Annual Report” to each resident in your target market. If you are providing quarterly reports, you will want to state which quarter the report is for. Most people who receive your annual report will keep it “just in case” they need to refinance or perhaps have to sell. To put your “Annual Report” to even better use, you can send a “quarterly” update (hence the three-hole binder). Examples of what to include on a quarterly basis include local school sporting event schedules, current comparable sales data, updated information about the real estate market, seasonal information, etc. Don’t be surprised by how many people want your Annual Report for the next year!

Don’t forget to call prospects that you send your “Annual Report” or “Quarterly Report” to. Make sure that they have received the valuable information. The follow-up call is a great way to ask if they know of anyone who wants to sell or purchase real estate.

Happy prospecting!

**Make A Commitment:** I will begin using market reports as a way to generate more business!

**Deadline:** \_\_\_\_\_