

You'll Never Have To Door Knock Again

Daniel Pendley and Associates

Here is a little known fact. Eighty percent of all buyers and sellers are NOT committed to working with a particular real estate agent. And thankfully that is true. It is the reason door knocking works. It is the reason cold calling works. And it is the reason most real estate agents get a listing. (If every buyer and seller were already committed to someone, there would be no opportunity to get a new client.) Woody Allen was once quoted as saying 90% of success is just showing up. When you get a listing by door knocking you are practicing Woody Allen's philosophy. But what if there were a better way of just showing up?

There is. Direct mail post card campaigns—or what we call branding—have time and time again proven to be an effective way to produce listings with the 80% of uncommitted buyers and sellers. Most real estate agents have at one time or another tried a direct mail campaign. Some have experienced tremendous results, but many have been disappointed. What keeps a direct mail campaign from achieving spectacular results? We have identified several common mistakes made in direct mail campaigns that can turn an effective campaign into a virtual waste of money.

- Having an indistinguishable message. The purpose of a direct mail campaign is not to educate but to connect. Most direct mail pieces have a picture of the realtor on one

side (along with their contact information) and a list of recently sold homes on the other. Since almost every realtor uses this exact format, it is indistinguishable.

- Too much verbiage. The average consumer will allow somewhere between 7 and 8 seconds to read your mail piece. If it takes longer than that, it will go right into the trash without ever being read.



- Inferior quality. People like to list homes with a realtor they think is successful. Your direct mail piece must convey this.
- Undersized mailing list. There is no reason why a direct mail farm cannot be much larger than a physical farm. The size of your mailing is only limited by your ambition.
- Too few mailings. It takes at least three impressions to gain name recognition. It takes even more to build credibility and trust. Many agents give up before they achieve critical mass with their target audience.
- Too long between mailings. When too much time passes between mailings, the agent's

image fades in the mind of the recipient.

- Having to do it yourself. There are many “branding” companies out there that will develop a campaign for you. But then you have to take their work to a printer. And then you have to somehow produce the addresses in your farm and finally you have to get it addressed and mailed. It is better to identify a one-stop shop that will do it all for you.
- Spending too much. We have heard horror stories of agents spending as much as \$25,000 even before the first piece gets mailed. You should be able to recoup your investment and then some if the direct mail campaign gets you a single listing. For a farm size of 500, with 10 mailings, your cost (including design, printing and addressing) should be no more than \$3,000 plus postage.

Successful real estate agents never stop prospecting for new clients. And there are several ways to prospect including door knocking. But if you insist on going door to door, why not let the mailman do it for you.

To learn more about how Daniel Pendley & Associates can help you improve your real estate marketing, visit our web site at www.danielpendley.com or call us at (310) 370-6161.

