

# Connecting with Clients

## *Cyber-Marketing Works Wonders*

JANE MILLER IS OUTGOING, INTELLIGENT AND meets life head-on. She enjoys cultural events, walking on the beach and hanging out with friends, and she loves her dogs. In short, she's the kind of person you'd like to have as a friend. She's also someone you'd like to buy a house from.

BY BARBARA PATRICK

Jane is a realtor with the Agent Owned Preferred Group but what sets Jane apart from other realtors is that she is able to find common ground with nearly everyone she meets. And she's in touch with several dozen new acquaintances on a regular basis through the Media Services E-mail Referral Service, an exclusive way to generate leads that is being used successfully by many real estate agents. Jane is a master at making the system work for herself and her clients.

"I definitely put a big effort into it," Jane says. "What I've learned is that buyers want information, but they don't want to be overwhelmed."

The E-mail Referral Service works. When Jane receives a request from potential buyers, she replies with basic information about housing possibilities and neighborhoods in coastal Carolina and includes a gentle inquiry about their needs and aspirations. In the process, she'll usually find something in common with her prospective clients—whether in careers, places she's lived or activities she enjoys.

"I've been in touch with one couple for about a year-and-a-half," she says. "They began looking well in advance, and I've met with them five times. They have a retirement date of April 2008 and will probably be ready to buy soon."

Another couple Jane has been e-mailing has a five-year plan in place. Former homeowners in Buffalo, New York, they would like to buy a town house or condominium in Mount Pleasant and rent it out for two years, then use it as a vacation home for the next two years. After relocating permanently and enjoying their investment for a year or so, they might consider moving up.

Other e-mail contacts include a potential client from her hometown in Ohio and a man considering relocating from Newport News, Virginia, to Charleston to be closer to his family in Jacksonville, Florida.



Jane is maintaining contact with approximately 80 possible buyers netted through the Media Services E-mail Referral Program.

"I keep in touch," she says. "For example, I recently sent out an e-mail highlighting upcoming events in the Charleston area with a reminder that I'd be happy to show them around."

Jane consistently markets to her referrals.

"It's like planting seeds," she explains. "I attend to them and when I least expect it, I'll get an e-mail or a phone call."

Or flowers, which is what one client, greatly impressed with Jane's style, recently sent as a token of her appreciation. 🌸