



BUYER PORTFOLIO CLIENT FOR LIFE

Client for Life

Let Others Do the Talking!

Ask your clients to leave reviews on your ZAP®, Facebook, Zillow, Yelp, Google Plus, etc.

- Request a review at closing when the buyers are most excited! *“I loved working with you! If you would take the time to review me on _____ [name of preferred platform] it would mean a lot for our business. Thank you! [provide any necessary instructions].”*
- Send a follow-up email reiterating your request from the closing in writing, including a link to the relevant web page.
- Offer a gift card to incentivize the reviews.
- _____
- _____
- _____

Use your client testimonials in your own materials (with their permission).

- Take pictures of your clients in/outside their new home and post together with their testimonial on your favorite social media channels and in your marketing efforts. You can include captions like, *“Another wonderful buyer! This is why I love real estate!”*
- Share their testimonials as part of your Buyer Consultation.
- _____
- _____

Zap First—Get testimonials for Zap, send through the request system.

BUYER PORTFOLIO (continued)

Relationship-builder Campaigns are a powerful tool that allow you to capture the most business from your past clients with the least amount of effort—ensuring that when they have a real estate need, you are the first person they think of and contact.

After you have closed on the property and are no longer in close contact with buyers, contact with them should reflect the value you can provide, as well as your personal connection.

REALationship-Builder Campaigns

AUDIENCE

Everyone in your Sphere, including past clients.

FREQUENCY

Calls, emails, mailings, social media one to two times per month.

DURATION

Consistent value-adding communications over the course of a year.

EXAMPLE:

TIMING	CAMPAIGNS
MONTHLY	Send tips on home efficiency/enhancements, market updates, seasonal greetings.
QUARTERLY	Check in with a phone call or face-to-face meeting depending on the strength of their referral potential.
ANNUALLY	Send an update on the value of their home; at year-end thank them for their business; offer a copy of closing documents at tax time.

WHAT ITEMS OF VALUE COULD YOU PROVIDE?

- Local Market Statistics Report
- Leverage Zap[®] to Launch your Contacts on a Campaign
- Monthly Newsletters
- Holiday Cards
- Birthday and Anniversary of Home Sale Cards
- Tips for Selling and Buying
- Pop-by Specialty Items (calendars, door hangers, etc.)
- _____
- _____