

Unique Ideas for Using *From Your Friends* Postcards

Submitted by Beth McKinney – RE/MAX United, Cary, NC

Beth and Bud McKinney have been top producing real estate agents in North Carolina for 18 years. They have been consistently ranked in the Top 25 Triangle-area REALTORS and have achieved the RE/MAX Lifetime Achievement Award among other honors.



Around our offices, we pay attention when Beth offers advice for improving *From Your Friends*. Beth was instrumental in bringing the *From Your Friends* program to RE/MAX United in the Raleigh/Cary area and has been a subscriber to the program since it launched in her area over 3 years ago.

Bud and Beth stay in constant contact with their nearly 250 past customers and sphere of influence by sending *From Your Friends* postcards each month. But Beth has also found unique ways to use the postcards to generate NEW customers.

“I like to get extra postcards each month, in addition to the ones I send in the mail to my sphere,” says Beth. “The great offers and discounts make them more

that will help you build new business and make an impact on your community.

New Sellers I meet for a Listing Presentation

The postcards with the unique offers show potential new customers some of the creativity I use in my marketing efforts.

Potential Buyers who View one of my Listings

Giving them a postcard creates a more personal connection with them and they’ll remember me and the listing when they use the offer.

Grocery Stores, Drive thru’s and Places I Shop

I keep a few extra postcards in my purse and hand them to people in the

and often offer to put them in contact with *From Your Friends* if their business might be a fit for a monthly feature.

People I Help With Rentals

These folks may be new to the area and really appreciate finding out about great local restaurants and attractions.

Clients Who Stay at My Bed & Breakfast

We also run a bed & breakfast in Apex, NC. I give *From Your Friends* postcards to people who stay, or inquire about booking for weddings. It gives them one more thing to do while they are in the area.

On My Website and Facebook Pages

I’ll often mention the upcoming featured partner offers on my website and Facebook pages. Readers can respond to the post and I’ll send them a postcard right away.

Attached to Property Fliers In the Box on my Yard Signs

Why not reward someone who grabs one of your listing fliers? Not only are they potential buyers, they may be potential sellers, too!

Just Engaged & Just Married Couples in the Newspaper

Sending a postcard to newly engaged or married couples from the newspaper announcements is a new idea I’ll be trying. They seem the perfect fit to market to and the postcards should be well received.



“From Your Friends postcards make my marketing so much easier. The work is done for you and you pay a very small price. Clients love to receive them. I know, they call and tell me all the time. Being able to personalize each monthly card is HUGE. ...so many great ideas of how to promote your business with this option. Believe me, using From Your Friends is priceless and their customer service is tops. ...they make it simple!”

impactful than just a flier or business card. I order an extra 100 each month and challenge myself to find new ways to hand them out in person or mail them to people not yet in my sphere.”

Here’s a short list of ideas from Beth McKinney for places to hand out or send *From Your Friends* postcards

service industry as a “thank-you”. They remember me the next time I come by!

Local Businesses and Attractions I Feature on My Blog

I have a blog (www.365ThingsToDoInCary.com) where I share the great things going on in our community. I send the owners of the businesses I write about a postcard