

July 1, 2009

Tell your clients what's happening with the economy - July TIP

Hi All!

As you know almost every client you have (buyer, seller, past client, friend, SOI) is concerned about where the housing market is headed and also the status of the overall economy. Having articles describing the state of the economy and the housing industry on your website is a great tool! Let me help you set this up!

I can create a button or link on your site (for example, "click here to read about the economy" or "Real Estate Updates" or "Mary's Economic Updates") where people can click and view all the latest information.

Then you can send out a quick email to your clients explaining that the latest information is on your site and they should visit it when they want to.... Encouraging them to return to your site often to check back for more updates.

All you have to do is contact me and let me know you would like to have this on your site. Then just send me the articles or documents you would like to have on the site. You can send me URL (website addresses) from NAR, cnbc.com, realtytimes, inman.com, or any other website you like. You can also send word documents, pdf files, etc .

If you are interested in doing this, I simply ask that you send me the material yourself (take the few minutes it takes to surf the web) and that you also dedicate yourself to updating it at least twice a month. If you can't do that.. your information will be stale before long and it will not be effective.

It's working on lots of sites out there, so let me know if you would like to offer this information to your clients!

Take care,