

A different way to market!

I personally travel all over Houston and other places as well and I like to create custom business card listing and distribute throughout The Greater Houston area. Some people will simply not be able to see your house for sale if they are not doing one of the following

1. Not searching for Homes on the Internet and doing mostly drive around searching
2. Not working with a Realtor and do not have certain access to view a home
3. They are searching on the internet but no looking in your Zip Code
4. Not searching for a home at all (seeing this card could spark their interest)

I like to create personal business card of your listing and I leave them in different places that I visit. I hand them out to my circle of influence as well. I believe this is a simple but effective way to market your home.

For example: Let's say that Bob has a friend who is looking for a home. Since Bob is not looking for a home himself, he is not going to be actively searching for a home for his friend. Let's say Bob is at a store and Bob sees this business card listing. Bob will remember that his friend is looking for a home and pick up this business card and texts a picture of it to his friend. Now we are in a situation where we have other people helping us show your listing, and not just people looking online or a Realtor showing a client.

I will drop these business cards at places such as the barbershop, the nail salon, restaurants, the gym; I will post them in teacher's mailboxes that I have access to as well, and many more places.

Lastly, I attend many networking events, I am a very social person and I talk to many people. I meet many different business people. I will always have a business card listing present with me. I meet someone, we connect, I hand them the card and if things go right, that person may connect us to a potential buyer.

At different real estate events that I attend, I will meet different Realtors and Lenders who may have a client who is looking to purchase. As I like to tell people "All it takes is 1." If 500 people see this business card listing and only 1 turns out to be a buyer, then we have succeed!

