

Joe Rickman 1st Stage Marketing Plan

Purpose of Plan

The purpose of this marketing plan is to develop a marketing system that will target the Bay Area Realtors for the purpose of obtaining qualified leads. Specifically, we want 2 new qualified leads a month coming from realtors in the Bay Area. A qualified lead is a potential client who is ready, committed, financially qualified to purchase real estate within a 6 month period. This marketing plan will identify our markets, the best way to market and promote our services and then create an effective tracking system so we always know what is working and what is not.

Benefits our clients will derive from our service

Here are the ways our clients will benefit by utilizing my services.

1. Knowledge of Sacramento market. This knowledge is a benefit to my clients in that I can help them by providing information on the Sacramento market so they can better serve their clients who are searching for property in Sacramento County.
2. Substantial financial reward. By working with me, my clients receive a 30% referral fee for simply referring their clients to me. While other realtors in Sacramento County provide a referral fee, no one provides a higher referral fee than me.
3. Saving time and money. By using my services, our clients save a great deal of time and money. Instead of my clients having to drive all the way to Sacramento to show property, they can use my services and still earn substantial income from the sale.
4. Providing excellent customer service. My clients are assured that their customers will be handled in a prompt, professional manner that will increase their own integrity and relationship with these customers looking to purchase real estate in Sacramento County.

The Target Audience.

At this point we feel our target audience will be Keller Williams agents who live and work in the Bay Area. At this point we assume there are a total of 8 offices and at least 1,000 Keller Williams agents in the Bay Area. We have chosen this target audience specifically because Keller Williams promotes an environment of team work, family community creating strong partnerships within the organization. I intend to emulate the Keller Williams mission statement and as such I will attract those agents who also believe in those values and goals.

The Marketing Weapons We Will Use.

- 1) Face to face presentations. There are at least 8 Keller Williams offices located in the Bay Area. We will develop a schedule for making face to face presentations at their weekly marketing meetings. Our goal is to introduce myself to all offices and their agents, develop relations with those agents who believe in the Keller Williams mission statement and then gain referrals from them that will produce a win-win relationship. We expect this to result in receiving at least two qualified referrals a month.
- 2) Use Email Marketing. Using email letters created with the help of The 9 Consultants, we will email Keller Williams agents that are familiar with us and our company. These email letters will be designed to remind them of myself and all the benefits they will receive from doing business with me. Sending email letters out at least once a month, we expect a response rate of 5 to 10%. Meaning, if we email 100 agents we expect at least 5 to respond back in a positive manner.
- 3) We will network with the Realtist Association. Based on current information, there are at least 200 agents involved with this association. This association puts on networking events at least twice a year, and my goal is to establish strong relations with as many agents involved with this association and then began receiving referrals.

Our Niche in the Marketplace.

In short, I spend a great deal of time developing strong business relationships via face to face contact. While other agents rely on advertising and word of mouth to promote themselves, I have made it a point to meet each and every agent face to face so I can learn about them and work to help with their unique needs and challenges. Basically, I am offering better service and higher financial rewards.

Our Identity.

I am a realtor with 5 years experience working all over Northern California. I strongly believe in doing business from a win-win standpoint. I take pride in making the home buying process as simple and hassle free for my clients as possible. In this regard, I believe in Integrity, Commitment, Creativity, Teamwork, Trust and Success.

Our Projected Gross Sales.

We project to realize 2 qualified leads from Bay Area realtors a month. Of this we expect to successfully do two transactions at least every 90 days. We project to realize commissions on these sales of at least \$9,000. Therefore, we expect this to give us a gross income of \$36,400 annually.