

Unlock the Potential Deals In Your Database

How Direct Mail helps drive more referrals

In today's challenging real estate market, it's crucial for realtors to have a solid strategy for keeping their deal pipeline full. One of the most effective approaches? Leveraging your satisfied past clients.

Consider this: Every satisfied client you've worked with represents a potential source of future business. They've already experienced your excellent service firsthand and are likely to recommend you to others. By maintaining strong relationships with these clients, you can tap into a valuable network of referrals and repeat business.

But how do you effectively leverage this invaluable resource? It's all about fostering and nurturing those client relationships long after the contract has been signed and the deal closes. Look beyond the transaction and focus on the ongoing relationship.

By prioritizing these relationships and staying connected, you can unlock the true potential of your client database, setting yourself up for continued success and growth in the real estate industry.

Tap Into Your Goldmine

Real estate agents often concentrate on acquiring new contacts, sometimes neglecting the goldmine within their existing database. Here's why having a structured referral strategy that you consistently execute against is so effective:

1. You're broadening your sphere of influence by tapping into your clients' social circles.
2. Referral prospects are coming in warmer since they know and trust the person who made the introduction.
3. The referrer is providing a vote of confidence by making the recommendation, which is a powerful piece of social proof.

The Network Effect – A Simple Example

Each person in your database is the key to opening doors to people in their circle. As a simple example, if you have 50 people in your database of past clients and/or sphere of influence and they each know 50 people, that's 2500 potential new connections in your "referral orbit".



*One Happy Client
Unlocks Access to
Dozens of Potential
New Clients*

How many of those may be looking to buy or sell in a given year? On average, Canadians move about once every 10-12 years so at any point in time, statistically speaking, around 8% of all of your clients' contacts may be looking to make a move.

8% of 2500 represents 200 people who may be looking to move in any given year. 200 potential referral leads!

Staying in Touch – Make It Easy and Effective

There are many ways to stay in touch with your referral base, but not all have the same impact.

While traditional methods such as drop-bys and phone calls have maximum impact due to their personal nature, such approaches can be difficult to manage consistently, especially if you have a larger book.

In addition, you need to be mindful of the time commitment on your clients' side. It's possible to be in touch too much. Beware of client fatigue when planning your outreach strategy.

Direct mail mitigates the risk of becoming overly intrusive. It allows recipients to engage with your communication at their convenience, reducing the likelihood of resistance and allowing for more frequent contact.

Direct mail is a powerful tool for realtors because it creates a tangible and meaningful connection with clients, second only to a personal call or visit. Unlike other communication channels, mail isn't crowded, meaning that if you send something eye-catching with valuable information, it's bound to stand out. One of the most significant advantages of direct mail is its ability to reach 100% of your contacts, ensuring that your message gets delivered every time.



Canada Post reports that... If it looks interesting, **89%** of Canadians will open it and **88%** of Canadians visit a store or website after receiving direct mail.



Envelope Front



Envelope Back

Oversized Newsletters with our unique double-window envelope and jumbo postcard with your client's name featured on the artwork definitely make it interesting for the recipients.

Standout from the Digital Crowd

The inbox is an increasingly crowded channel. Email is the default means of communication for many. It has its advantages; cheap/free to send out, simple and easy, available from your phone.

However, it lacks the power of more personal channels such as physical mail. It's also easy to ignore and/or delete.

A high-quality well designed piece of mail makes more of an impact with your clients. It feels more "personal" than email and can actually be an item of value if the information is relevant to the recipient.

According to NAR

"After decades of too many emails and two years of digital only contact for many, including video call fatigue, a majority of people actually prefer receiving physical mail."

The Key Is Consistency

Maintaining regular communication with your clients is fundamental for fostering enduring relationships. By consistently engaging with them, you demonstrate a commitment to their satisfaction and value. This ongoing exchange enables you to promptly address any inquiries or concerns, showcasing your dedication to their success.

Sustained communication also affords you the opportunity to deepen your understanding of your clients' objectives and preferences. Through attentive listening and meaningful dialogue, you can tailor your services to align more closely with their evolving needs. This level of attentiveness not only strengthens the client relationship but also enhances the likelihood of receiving referrals.

Additionally, maintaining consistent communication helps to ensure that you remain top of mind.

The key factor here is consistency of your ongoing stay in touch program. Different coaches recommend a variety of "magic numbers" for keeping yourself on your clients' radar, but general consensus is that you need to be in touch with your clients between 12 and 18 times a year in order to remain top of mind.

Direct Mail can be a great way to handle a baseline monthly outreach by providing a friendly, welcome physical newsletter or postcard.

Make the Ask Easy

In addition to consistently remaining in touch, a key element in any referral generation strategy is to regularly remind clients that you value (and need) their referrals. Asking for the referral can sometimes be awkward or intrusive; your in-person touchpoints should be spent furthering the relationship and your knowledge of your client.

Direct Mail is an easy way to make a "soft" referral ask - month after month.

Don't Forget The Followup

Not only is a newsletter or postcard an essential touchpoint on its own, but it also gives you a reason to reach out by phone from time to time so you can check in personally with your clients.

Having an icebreaker like a recently-delivered mailer can make it easier to pick up the phone for your regular touch-base calls with your past clients.

Remember, the overall game plan is to systematically remain in contact with your client base. A combination of digital, print and in-person touchpoints is ideal to nurture those important client relationships while taking advantage of automation to minimize your time commitment while still achieving that 12-18 touchpoints annually.

For bigger items such as calendars, you may want to consider an in-person delivery in early December to kick off the holiday season.

In summary

A direct mail approach offers a scalable and effective solution to unlock the full potential of your database. By strategically staying top of mind and providing value through direct mail campaigns, real estate professionals can foster repeat business and become the go-to referral choice in their community.

Jumptools Makes It Easy

The Jumptools Direct Mail program makes it easy to consistently deliver the highest quality, impactful client Newsletter or Signature Series postcards to your "A" clients; the ones who generate the most referrals.

Our dedicated production team takes care of content creation and all aspects of publishing each month, including checking in with you to ensure each issue is personalized and that your client list is up to date.

