

Articles of Value Help You Connect On A Deeper Level

This relationship-building feature helps you grow the bond of loyalty between you and your clients, and establishes personal dialogue as your marketing positioning. Use these campaigns to establish a consistency of effort and tone with your contacts.

Each Article and cover letter is written in a style that's direct and informal, personal and professional. We've added several suggestions for each one, so you can add even more value regardless of whether you mail or hand-deliver it.

You may want to send some Articles to your entire mailing list. Others may be perfect for your Top 100, and still others just for one special group. Distribution is up to you. You'll find many topics in your library of Articles of Value — designed to be interesting to a broad spectrum.

The primary benefit of these campaigns for you is that they give you a professional and easy way to reach out to your contacts every month, or at least every quarter. Choose the two-page newsletters that are light, interesting and fun. Or the longer articles about topics that include saving energy, clearing out clutter, and finding the new home that will please every member of the family.

When your contacts receive one of these campaigns, they'll feel like they're part of a special group. And they'll be right!



THE RELATIONSHIP REVOLUTION

Your success depends on your ability to identify, manage and grow relationships. PropertySource Network provides the tools, training and support you need to transform your business using the power of relationship marketing. Real estate associates have been relying on us for 19 years.