

# AGENT OUTREACH: CONNECTING MOVERS DIRECTLY TO VALUABLE REAL ESTATE AGENTS



PROVEN RESULTS  
SINCE 2003

Double your opportunity to win jobs! Introducing Agent Outreach, an innovative marketing service for the Moving Industry.



Each New Listing Available Offers You:  
**Two Marketing Opportunities**



## 1 Homeowners

**CUSTOMIZED POSTCARDS REACH THE HOMEOWNER WITHIN DAYS OF LISTING.**

*You know it works!*

**Your Ideal Leads are on our List!**

**Target the best leads by:**

- \* Largest moves, Multi-bedroom homes (min and max asking pricing of home)
- \* Verified Homeowner owned & occupied
- \* Location: mile radius, zip codes, counties

## 2 Real Estate Agents

**BUILD AN AUTOMATED REFERRAL BUSINESS WITH EACH NEW LISTING.**

*It's easier than ever!*

**Increase brand awareness & strengthen relationships with local agents by:**

- \* Automatically mailing a postcard to the Real Estate Agent just as their client is asking for referrals.
- \* Including a pass along offer for the homeowner
- \* Loading into CRM for telemarketing & other campaigns

 You'll not only **win more business from homeowners**, you'll build brand recognition and strengthen relationships that will **SECURE MORE Agent Referrals**. 

## YOU'LL PROFIT FROM THESE MOVER BENEFITS

### AN AUTOMATED REFERRAL PROGRAM

Grow a successful Real Estate Referral program without any extra effort. This service keeps you in constant contact with an RE Agent. Save time by using automated postcards to develop new marketing programs designed to build your referral business.

### BETTER ROI WITH BIGGER MOVES

Experience a higher ROI on marketing and develop a robust sales pipeline of large household moves.

### INCREASED REFERRALS

Automated RE Agent postcards make it easier than ever for Agents to refer you. All they have to do is hand their clients your postcard.

### UNIQUE COMPETITIVE ADVANTAGE

This program is only available to a limited number of moving companies, providing you an additional edge on the competition.

**SIGN UP TODAY!**

Lock in your corner of the market

# AGENT OUTREACH: AUTOMATE YOUR MARKETING AND BUILD A SUCCESSFUL REFERRAL PROGRAM



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Referrals are a marathon, not a sprint. It takes time to cultivate a strong relationship with an Agent, but it is valuable long-term. MovingLeads.com automates the first outreach to the Agent. That's when you step in.

## BUILD A FOLLOW UP PLAN TO CAPITALIZE ON EVERY LEAD. HERE'S HOW.

### Perfectly Timed First Contact

We monitor new listings, identify the RE Agent, and then send a postcard to the Agent for you. This builds brand awareness, provides an introduction, or acts a friendly reminder to an Agent you already know, and strengthens that relationship. Providing a pass along offer will ensure the card has value to the RE Agent and the Homeowner.

### Follow Up with Further Communication

Use the contact information we provide (mailing address, phone number, email, website and social media links when available) for follow up outreach. Consider sending an email, placing a phone call, or requesting a social media link.

### Notify the RE Agent when you Book their Client

Send an email to the agent of every booked move. This simple gesture of making sure the Agent knows that their client is your priority will keep you on the RE Agents radar.

### VIP Jobs

Realtor referred jobs should always be given the VIP treatment because they represent countless future jobs! Alert everyone on your team that the job is a priority. If you make a mistake, own up to it immediately and make it right.

### Thank You's & Follow Ups

When the job is completed, follow up with the Agent and let them know it went well. Say "Thank you" for the referral. It can be a handwritten "thank you" card or chocolates for the office. Mix it up! If it wasn't a referral, but direct hire from the homeowner, let the Agent know you helped their client and would be happy to help other clients in the future.

### Additional Suggestions for Relationship Building:

- \* Give your sales team a goal to build relationships with 10-15 realtors that appear on the list regularly
- \* Present at realtor meetings or attend realtor events
- \* Bring a snack or meal to the realtor office
- \* Become active in the local Chamber of Commerce

Automate Contact  
with Real Estate Agents  
Two Postcards: 1 All-inclusive Price!

## WE DO ALL THE WORK!

- Find New Listings
- Identify Homeowner & Listing RE Agent
- Print Postcards & Assemble Mailing
- Mail to Homeowners & RE Agent

## WHAT YOU GET:

- 2 Leads - Homeowner & Agent
  - 2 Customized Postcards
  - First Class Postage
- for delivery within days of listing*

## TWO POSTCARDS

**\$1.66**  
for 4x6 Postcards  
**\$2.36**  
for 6x11 Postcards

DON'T MISS THE OPPORTUNITY IN YOUR MARKET!

**Limited Availability!**



**303-443-0767**