

An Innovative Marketing Service for the Moving Industry  
Leads to build relationships and **SECURE MORE** agent referrals.



### Lead Only

GET A NOTIFICATION WHEN AN AGENT HAS A BRAND NEW LISTING

We provide all the info needed to contact:

- Agent name, real estate company name, mailing address, and phone number.
- When available: email, website, and social media links.
- Weekly XLS spreadsheet.

**\$0.30**  
per lead

No Minimums

### Lead Plus Postcard Fullfillment

BUILD AN AUTOMATED CAMPAIGN TO BUILD RELATIONSHIPS

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.
- Include a pass along offer for the homeowner on the postcard.

Three Postcard Size Options:

**\$0.94** for 4x6

**\$1.18** for 5.5x8.5

**\$1.28** for 6x11

Price includes lead, printed postcard, 1st class postage.

Minimum Record Limit of 200 Postcards per Week

## 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 real estate agent, and saves time by using automated postcards.

### BETTER ROI WITH BIGGER MOVES

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

### INCREASED REFERRALS

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



**Referrals are a Marathon, Not a Sprint**  
**It Takes Time to Cultivate a Strong Relationship with an Agent.**

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

**Perfectly Timed For An Introduction and Relationship Building**

We monitor new listings, identify the real estate agents, and then send you their contact information so that you can introduce yourself and your business.

**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.

Once you have a relationship, automate further outreach by mailing a postcard to agents when they have new listings. This builds brand awareness and acts as a friendly reminder to an agent that you are here to assist their clients. Postcards can be sent with a pass along offer so the card has value to real estate agents and homeowners.

**Notify the Real Estate 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 real estate agent's 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 Yous & 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

**START WINNING REFERRALS FROM REAL ESTATE AGENTS!**

**CALL: 303-443-0767**