



Moving Leads

By First Movers Advantage, LLC

GUIDE TO REAL ESTATE AGENT OUTREACH

Build & Grow Your Business with Real Estate Agent Referrals



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THE VALUE OF MARKETING TO REAL ESTATE AGENTS

It's great to receive spontaneous referrals, yet there's a more reliable way to target potential customers. If you want to grow your moving business, you need to market your services to real estate agents and build a **referral marketing program**.

Referral marketing is an indirect way to reach new customers through a third party – in this case, a real estate agent – that promotes your business by **word-of-mouth referrals** or by **passing along your marketing materials to their clients**. With a well-planned and well-executed referral marketing campaign, you'll reach homeowners who are ready to move... before they have a chance to research your competition.

REAL ESTATE AGENTS PROVIDE VALUABLE LEADS BECAUSE THEY ARE:

HOMEOWNERS' TRUSTED RESOURCE

Homeowners regard agents as a valuable and trusted resource for moving company recommendations. In a recent study, **55%** of homeowners responded that they would ask their real estate agent to refer a reliable moving company.

55%

OF HOMEOWNERS SAID THAT THEY WOULD ASK THEIR REAL ESTATE AGENT TO REFER A MOVING COMPANY

HOMEOWNERS' FIRST RESOURCE

Agents begin working with homeowners weeks before the property goes on the market, so they are often the first people to recommend useful services. Surveys found **19%** of homeowners search for their mover **before listing their home** for sale and another **17%** said they search for a mover **as soon as their home goes on the market**.

It's clear that forming relationships with real estate agents increases your chances of earning the business of early decider homeowners, and it doesn't have to be challenging!



IF YOU'RE JUST STARTING OUT

Use this guide to build your own referral marketing program.

IF YOU'VE ALREADY DEVELOPED A REFERRAL BASE

Enhance your marketing efforts with our pro tips.

No matter where you stand, use our **AGENT OUTREACH** service to make the referral process easier.

OUR REFERRAL MARKETING PROGRAM

An Overview

CULTIVATE YOUR CONTACT LIST

Half the battle is deciding whom you'll be asking for referrals. Amassing a list of real estate agents in your area – and gathering all **up-to-date contact information** – can be quite time consuming. Using our **AGENT OUTREACH** service will save you time and guarantee accurate information at your fingertips. *Jump to page 22 for more information on using **AGENT OUTREACH** to send postcards directly to agents just when they have a new listing.*

ASK FOR REFERRALS

Whether verbally or through written word, **you've got to ask for referrals**. Sounds easy enough, right? Other factors come into play, and we'll help you answer questions such as:

- "What are the best ways to reach agents efficiently?"
- "When is the best time to ask for referrals?"
- "How can I manage to keep up with new listings?"

ONGOING OUTREACH

Once you've made connections, how do you stay relevant to busy agents? Timing is everything! If you only reach out to agents on the 1st of the month, they may not remember you by the 15th when a new listing crops up. **AGENT OUTREACH** promises that your company is on agents' minds for referrals thanks to **timely contact** – on a schedule.

CAMPAIGN MANAGEMENT

Any marketing campaign requires that you **set goals and track results** to evaluate your ROI (Return on Investment). What goals will you set for your program? How can you best track leads from agents? What systems should you put in place to track and manage the leads?

**REMEMBER: REFERRALS ARE A MARATHON, NOT A SPRINT.
A FOCUSED PLAN INCLUDING ALL FOUR COMPONENTS TAKES
TIME AND PLANNING, BUT THE OUTCOME IS WORTH IT.**

ASK FOR REFERRALS

STEP 1 KNOWING AGENT NEEDS VERSUS HOMEOWNER NEEDS

Your ultimate goal is to be hired by the homeowner, but you must first impress the agent. Agents won't risk referring their clients to you unless you earn their trust. Keep in mind what is important to agents:

AGENTS LIKE TO BE A TRUSTED RESOURCE FOR THEIR CLIENTS.

They must feel comfortable with your level of professionalism to refer you, otherwise they risk their good reputation.

AGENTS MAINTAIN A PROFESSIONAL DEMEANOR IN EVERY INTERACTION WITH CLIENTS.

Before they can recommend you, they must be confident in your professionalism and your commitment to treating clients like VIPs.

AGENTS ARE LOOKING FOR CONNECTIONS OF VALUE.

Be prepared to provide benefits like helpful moving tips and pass-along offers.

✓ PRO TIP

A PASS-ALONG OFFER IS A **COUPON, DISCOUNT OR FREEBIE** WITH REAL VALUE FOR THE HOMEOWNER.

Even though the offer is for the homeowner, the offer must be something that the agent also perceives has value so that they are incentivized to give their client your information.

ASK FOR REFERRALS

STEP 2 GOOD FIRST IMPRESSIONS

It's time to make some introductions! First impressions significantly impact your relationship with real estate agents. When you meet an agent for the first time, **shake their hand, look them in the eye, and smile**. You want to earn their trust and communicate your professionalism so they feel comfortable recommending you to their clients.

Treat your first meeting like a job interview. Handling it well is the first step in a long line of future referrals.

THE DOS AND DON'TS OF INTRODUCTIONS

- ✓ **DO** make sure that you are introducing yourself at a good time. Prearrange a time to meet or visit the office.
- ✓ **DO** bring materials to leave with the agent, as well as your business cards.
- ✓ **DO** prepare to answer any questions. If an agent believes your expertise, they are more likely to refer you to their clients.

- ✗ **DON'T** show up at the office uninvited and expect the agent to make time for you. Interrupting a busy agent is never a good idea.
- ✗ **DON'T** pester an agent. Introductions need to happen naturally and on the agent's terms.
- ✗ **DON'T** assume that you know an agent's priorities. Let agents tell you what is important to them and their clients.

ASK FOR REFERRALS

STEP 3 CONNECTING WITH AGENTS

Introducing yourself to as many agents as possible is essential. While face-to-face meetings create a personal connection, they require a significant time commitment. We recommend using multiple forms of communication, including social media and networking events, to stay in touch regularly and expand your network. Plan your schedule accordingly!

WEEKLY/BI-WEEKLY

- Open Houses
- Short Messages

MONTHLY

- Networking events
- Chamber of Commerce
- Meet Up Groups
- Realtor Meetings
- Office Visits

QUARTERLY/YEARLY

- Community Service



ASK FOR REFERRALS

STEP 3 CONNECTING WITH AGENTS CONTINUED

WEEKLY/BI-WEEKLY

OPEN HOUSES

The truth is agents may be bored and open to conversations during a slow open house. However, do not interrupt them while they're with potential customers. **Bring marketing materials** to leave with agent and for the homeowner of the open house.

WEEKLY MESSAGE

A face-to-face meeting on a weekly basis would be daunting, but you can gain results by leaving a short message through your choice of channels. Remember: **Outreach is especially important when the agent has a new listing that week.**

CALL on the phone and **leave a voicemail**. You can download apps for ringless voicemail so you do not have to disturb the agent's workday.

SEND AN EMAIL. An email blast is fine. Once you establish a relationship, consider adding a personal note.

SEND DIRECT MAIL to the agent at the business office. See more about our **AGENT OUTREACH AUTOMATED POSTCARDS** on page 22.

CONNECT ON SOCIAL MEDIA such as LinkedIn and Facebook. Bonus: homeowners also connected to the agent will be able to see your connections!

✓ PRO TIP

INCLUDE YOUR PICTURE ON YOUR MATERIALS.

When an Agent recognizes your face, it makes the eventual face-to-face meeting a lot more comfortable.

ASK FOR REFERRALS

STEP 3 CONNECTING WITH AGENTS CONTINUED

MONTHLY

NETWORKING EVENTS

Real estate agents are the biggest networkers around. Mimic their behavior, and you'll find yourself in their company more often. Check out websites and postings from the organizations below, or check [Eventbrite.com](https://www.eventbrite.com), [NetParty.com](https://www.netparty.com), or even [Craigslist.org](https://www.craigslist.org).

LOCAL CHAMBER OF COMMERCE

Join your local chamber of commerce and make attending their meetings and events a priority! You'll run into representatives from real estate firms *as well as* other professionals who may refer their clients to you.

MEETUP GROUPS

Sign up on [Meetup.com](https://www.meetup.com) for a listing of local groups. You may find industry-specific plans under Career & Business, or consider hosting your own event. If you're unable to find industry-specific groups under Career & Business, you may consider hosting your own event.

REALTOR MEETINGS

Perhaps you live in an area where a [Board of Realtors](https://www.boardofrealtors.com) or [MLS.com](https://www.mls.com) representatives host meetings. Also, check the website of the [National Association of Realtors](https://www.nationalassociationofrealtors.com) for local event listings!

✓ PRO TIP

MAKE SURE TO BRING ENOUGH TREATS TO SHARE WITH AN ENTIRE OFFICE.

The larger the gift the more agents that will enjoy and the bigger the impression you will leave.

DOOR TO DOOR OFFICE VISITS

Dropping in unannounced probably will not result in a meeting or productive conversation with an Agent. You may, however, arrange for the following:

PRESENTATIONS

Most real estate offices have weekly meetings and will sometimes allow outside lecturers to present. Ask to schedule a presentation! Your topic(s) should be innovative, relevant, and of value for agents to pass-along to homeowners – not simply “Moving 101.” You may supplement your practiced, professional presentation with a slideshow and/or printed materials like pass-along Moving Kits.

SNACK DELIVERY

Who doesn't love edible surprises? Agents will remember your kind (and delicious) gesture. Think along the lines of boxes/ trays of donuts or cookies. Attach several your business cards or postcards to the packaging so that agents have your information to give to their clients.

GREAT
OPTION

ASK FOR REFERRALS

STEP 3 CONNECTING WITH AGENTS CONTINUED

QUARTERLY/YEARLY

COMMUNITY SERVICE

You likely give back to your community in creative and meaningful ways, but have you considered **partnering with a local real estate office** on a project? There are many events that happen during the slower months, for both moving and real estate industries, making it the perfect time to get involved.

- Back-to-school supplies drive
- Winter coat drives
- Food Drives

These types of fundraisers require a drop-off site (real estate office) and the labor to pick up and deliver to the charity (your moving company).

Consider partnering with a different real estate office for different events.

✓ PRO TIP

HOST A FOOD DRIVE THROUGH MOVE FOR HUNGER

(see [Moveforhunger.com](https://moveforhunger.com) for more details).

Set up a food collection site at the real estate office and arrange for your company to deliver the donations to your local food pantry.

ASK FOR REFERRALS

STEP 4 MARKETING MATERIALS

In a recent survey, we asked homeowners what information they used to decide on hiring a mover. It is important that you provide the detailed information homeowners need to make a decision.



[SEE OUR 2018 CONSUMER SURVEY](#)

ASK FOR REFERRALS

STEP 4 MARKETING MATERIALS, CONTINUED

It's a given that you want your marketing materials to be of the highest quality, so as you're designing your business cards, flyers, postcards, moving kits, moving checklists, and your website, keep the following guidelines close at hand.

MESSAGING

MESSAGING FOR AGENTS

CONGRATS Show that you care about their success: "Congratulations on your new listing!"

CLIENT VIP Reiterate your commitment to outstanding service: "We'll treat your client like a VIP!"

ASK REFERRAL

PARTNERSHIP Remind agents of your (soon-to-be) professional partnership

PASS-ALONG Include an offer with value to both the agent and homeowner

MESSAGING FOR HOMEOWNERS

CONTACT INFORMATION Ensure the ease of finding your contact information

OFFER Provide real value with an offer they can't refuse, such as a free in-home estimate

WEBSITE This should be a valuable research tool. Put yourselves in homeowners' shoes and present the information they need to know about your services.

BRANDING & IMAGERY

Your materials form a part of your first impression. Your choice of words, colors, imagery, and even layout convey your professionalism before your offer sinks in.

LOGO

Use your logo to build brand recognition. Your logo should appear on your website, business cards, marketing materials, and even your trucks.

PHOTOGRAPHS

Use a picture of yourself or your crew so you become a familiar face!

CONTACT INFORMATION

This should be a no-brainer, but it doesn't hurt to have a checklist.

- ☒ Your name
- ☒ Your company name and vanline
- ☒ Your business telephone number
- ☒ Your business email address
- ☒ Your website
- ☒ Social Media Links *When space is limited, use graphic logos to indicate you have a Facebook page or LinkedIn presence*

PROFESSIONAL DESIGNATIONS

Prove you're the best mover for the job! Take pride in any recognition you've received from your customers and your community.

PROFESSIONAL ORGANIZATION MEMBERSHIP

If you're part of the AMSA, BBB, or your local Chamber of Commerce, mention those to increase your credibility. When space is limited, you can use the logo in place of the organization name.

LICENSE AND INSURANCE NUMBERS

Talk about a confidence boost for agents and homeowners!

AWARDS AND RECOGNITIONS

RANKINGS FROM REVIEW SITES

If you've received a positive review on Yelp, Angie's List, Home Advisor, or another review board, refer to it where space allows. When space is limited, consider calling out your status, e.g. "Four stars on Yelp!"

TESTIMONIALS FROM PAST CUSTOMERS

Keep track of emails, text messages, and written thank-you notes and use them to your advantage!

ASK FOR REFERRALS

STEP 4 MARKETING MATERIALS, CONTINUED

DESIGN A HIGH-PERFORMANCE POSTCARD

Postcards are small but **extremely powerful marketing tools** since they can be mailed to Agents for every new listing or handed out in person. Agents pass along postcards to homeowners, so they're a valuable marketing investment. With these facts in mind, we designed **AGENT OUTREACH** to include **customized automated postcards** to offer you a bigger ROI. See page 22 for more details.

✓ PRO TIP

NEVER GO TO PRINT WITHOUT DOUBLE CHECKING YOUR LOGO, EMAIL, AND WEBSITE.

It's easy to leave off a critical piece of information. Test every contact point as if you were the homeowner! Dial your company's phone number as shown on the piece to make sure the call goes through. Take it one step further and see if your staff follows office protocol for answering the phone.

UPDATE YOUR WEBSITE

While homeowners may rely on their agent's advice, that doesn't mean they'll accept it blindly. They'll do their own research to verify that your company is the best fit for their needs.

94%

OF HOMEOWNERS WILL VISIT YOUR WEBSITE

94% of homeowners will head straight to your website upon receiving your materials from their agent, so make sure it is of professional quality. Homeowners will also check Google and other company review websites to learn more about you.

✓ PRO TIP

CREATE AN ONLINE ESTIMATE FORM CONTAINING A SECTION CALLED, "HOW DID YOU HEAR ABOUT US?"

Include an option to select "Agent Referral" and consider another field for the agent's name – to make it easier for follow up.

ASK FOR REFERRALS

STEP 4 MARKETING MATERIALS, CONTINUED

PERSONALIZE THE IMAGE

Don't use a grainy or blurry picture because it minimizes your credibility. It's worth it to invest in professional images

CONGRATULATIONS ON NEW LISTING AND A REASON TO REFER

MAKE IT EASY TO CONTACT YOU

PHOTO FOR FIRST IMPRESSION

We have several templates available to customize!
[CLICK HERE](#) to take a look



congratulations ON YOUR NEW LISTING!

As a real estate agent, your reputation is important. Partner with a moving company whose dedication to quality and service match your own. With [MOVING COMPANY] your client will experience:

- Reduced pre-closing stress with a reliable mover.
- Responsive, fair and trustworthy service from start to finish.

YOUR TRUSTED MOVING PARTNER



HEADSHOT

Name
MOVING COMPANY
1234 Street Address
Anytown, ST 00000
www.movingwebsite.com

AGENT LOGO

PRSR
First Class
PAID
Permit 43
Lafayette, CO

AMSA
American Moving & Storage Association

BBB
Better Business Bureau

PROVIDE PROOF OF PROFESSIONALISM

SPECIAL moving offer FOR YOUR CLIENT

Pass along this card to save your client \$100 on their move!

- In business since 2002
- Friendly and trained staff
- Storage and packing services
- Licensed & insured
- Local & long distance moves
- FREE in-home estimate

CALL FOR A FREE IN-HOME ESTIMATE

888-888-0000

YOUR LOGO
Build brand recognition

FRONT

BACK

A SPECIAL OFFER
For the homeowner, and when asking for a referral, make it worth the agent's while

ASK HOMEOWNER TO CALL

KEEP IT SIMPLE
Don't clutter your postcard with too many details

BUILD RELATIONSHIPS THROUGH CONSISTENT OUTREACH

You've introduced yourself to the agent and presented your professional marketing materials. Now what? You need to earn referrals by establishing a trustworthy relationship. **Consistent and frequent contact is the key to strengthening a new relationship.** We recommend you reach out to agents in three stages of the moving process.

STAGE 1

New Listings

STAGE 2

Booked Moves

STAGE 3

Successful Move Completed



BUILD RELATIONSHIPS THROUGH CONSISTENT OUTREACH

STAGE 1 NEW LISTINGS

Every new listing is an opportunity for a referral, and it is critical that your message is received in a timely manner. **Automated postcards included in AGENT OUTREACH** are a great way to remind them of your business in between rarer in-person meetings.

ALWAYS INCLUDE THESE PHRASES IN YOUR MESSAGING:

- "Congratulations on your new listing!"
- "We'd like to be your moving partner"
- "We'll treat your client like a VIP"
- "Please pass along this offer to your client"

CONTACT AGENTS WITHOUT NEW WEEKLY LISTINGS

Not all agents will have a new listing every week. Rely on phone calls, email or social media to keep in contact between listings.

Use email and social media to share interesting local news or even your latest news, such as your seasonal promotions or awards your business has won.

✓ PRO TIP

IF AN AGENT HAS MULTIPLE LISTINGS IN ONE WEEK, YOU SHOULD SEND A POSTCARD FOR EACH NEW LISTING.

You might miss out on opportunities if you don't provide enough materials!

BUILD RELATIONSHIPS THROUGH CONSISTENT OUTREACH

STAGE 2 BOOKED MOVES

Every time you book a job, **contact the homeowner's listing agent** by phone or email. Assuring the agent that their client is your priority is a small but thoughtful gesture destined to keep you on their radar.

WHEN YOU BOOK MOVES THROUGH AGENT REFERRALS:

- Say thank you for the referral
- Reassure agents, "Your client is in good hands," or, "We'll treat them like a VIP!"
- Affirm your professionalism with "Please let us know if there is anything else we can do."

WHEN THE HOMEOWNER HIRES YOU DIRECTLY:

- Introduce yourself to the agent, if you haven't already met
- Notify the agent of your hiring so they will associate your business with their clients
- Use the opportunity to ask for referrals to future clients!

✓ PRO TIP

Ask your customers to recommend you to their real estate agent.

IT'S THAT EASY!

BUILD RELATIONSHIPS THROUGH CONSISTENT OUTREACH

STAGE 3 SUCCESSFUL MOVE COMPLETED

When the job is complete, **follow up with the agent and let them know the move went well.** Phone or email messages are fine, yet you may wish to consider doing something special!

IF YOU BOOKED THE COMPLETED JOB FROM AN AGENT REFERRAL, YOUR MESSAGE SHOULD BE:

- "Thank you for the referral."
- "The move went great!" or something to that effect, to point out your success
- "We hope to work with your clients again."

IF THE HOMEOWNER DIRECTLY BOOKED THE COMPLETED JOB, YOUR MESSAGE TO AGENT SHOULD BE:

- Let the Agent know you helped their clients complete a successful move
- Offer to help other clients in the future

✓ PRO TIP

PERSONALIZATION MAKES YOUR "THANK YOU" STAND OUT FROM THE CROWD!

Send a thoughtful hand-written note or a special treat to your referring agent.

MANAGING CAMPAIGNS

Now that you're prepared with referral marketing messages and materials, you're ready to move to planning and action. It is not enough to set vague referral goals without assigning specific actions to specific members of your staff. Have staff members take ownership of certain goals to maintain accountability (is everyone doing his or her part?) and measure successes (what actions are working or not?)

PART 1 TEAM EFFORT

KEEP YOUR STAFF ON THE SAME PAGE AT EVERY STEP:

PHONE CALL

Make it company policy that whenever someone answers the company telephone and speaks to an agent or referred homeowner, **the referral must be written down**. Set up a log to keep track of phone referrals received and give it to one person.

ESTIMATE

When scheduling estimates for referred homeowners, **include their 'referred' status in your notes**. No matter who is working the in-home estimate, make sure your staff knows that they are working on a referral.

MOVE DAY

Teamwork and positive attitude are essential on moving days to deliver on your promise to agents. When in doubt, overdeliver! If there is an issue with a referral job, **address it immediately** and do everything you can to make it right.

✓ PRO TIP

TREAT EVERY REFERRAL AS A VIP JOB!

Agent-referred jobs should always be given the VIP treatment because they represent countless future jobs. Alert everyone on your team of homeowners' priority status.

MANAGING CAMPAIGNS

PART 2 SET GOALS

AGENT OUTREACH provides you with complete agent contact information, but making contact is up to you. To make sure your company takes every recommended step to build a referral program, we advise you to split up tasks, assign goals, and check in regularly. Even though you're dividing tasks, your entire team is working toward the same end goal.

TASK	GOAL	SCHEDULE	POINT PERSON
INTROS	# OF AGENT INTRODUCTIONS EACH MONTH	Set a monthly target	<ul style="list-style-type: none"> Who will attend monthly meetings and how many? Who will present at real estate offices this month?
NEW LISTINGS	REACH OUT TO AGENTS WITH NEW LISTINGS	Make contact based on new listings weekly so your contact isn't concentrated around the 1st of the month	<ul style="list-style-type: none"> Consider using AGENT OUTREACH to automate postcard mailings Assign specific agents to specific staff for follow-up (<i>noted by "According to Agent assignment"</i>)
PHONE CALLS	CAPTURE PHONE CALLS THAT RESULT FROM REFERRALS	Track each phone call in a central location	<ul style="list-style-type: none"> Everyone should record referral data and one person should record it in a log
AT BOOKING	FOLLOW UP WITH AGENT WHOSE HOME-OWNER CLIENT HAS BOOKED A MOVE	Do this at every booking	<ul style="list-style-type: none"> According to agent assignment Create an email template for every person to send to agents
AFTER MOVE	SEND THANK YOU NOTES	<ul style="list-style-type: none"> After every move is completed (on a mandatory basis) After a phone referral is logged (so check regularly!) 	<ul style="list-style-type: none"> According to agent assignment This should become a second nature reflex!
REVIEW	REVIEW # OF AGENT REFERRALS AND RE-ESTABLISH GOALS	Do this on a quarterly basis	<ul style="list-style-type: none"> All staff can contribute their input based on their relationships with agents

MANAGING CAMPAIGNS

PART 3 TRACK AND MANAGE LEADS

Tracking the results of your marketing campaign is the only way to **estimate the ROI of your marketing tools**. It'll be very clear what forms of marketing are working for your company (or not), allowing you to highlight high-referral agents and adjust goals accordingly.

[Here are our best trips for tracking leads:](#)

AT TIME OF PHONE CALL

When a potential mover calls, your salesperson needs to ask them a couple simple questions about why they are calling. A common way to do this is ask, "How did you find us?" *This is a good start but doesn't always lead to the correct answer.*

We recommend you ask these series of questions:

1st Ask - "How did you find our phone number today?"

Be prepared for the caller to respond, "From your website".
(*Note: We find that customers that have received your postcard will go to your website before they call.*) "From your website" is a very typical, and possibly misleading response because the original source could be a referral or postcard. The followup question should be:

2nd Ask - "What led you to our website?"

This will often reveal the real source of the lead — an agent referral.

WHEN SPECIAL OFFERS ARE REDEEMED

When you send postcards with special discounts or offers, track how many times the offer is applied to moves. Where and how you track redeemed offers depends on how you organize your bookings!

WEBSITE VISITOR ANALYTICS

The first thing homeowners will do after receiving your information is visit your website, so use a way to record this traffic to your website:

- Unique URL
- Question on Estimate Form

IMPORT DATA INTO CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS

Add agents to your CRM system by importing your weekly XLS spreadsheet to track how many leads come from each agent. You can make managing your data easy. If you don't have a CRM system or are looking for a new one, [read our recent blog article](#)

AGENT OUTREACH

THIS NEW AND EXCLUSIVE LEAD-GENERATING SERVICE IS CHANGING MARKETING IN THE MOVING INDUSTRY!

No other service provides the agent information for every new listing so that you have the ability to build a referral program.

EACH WEEKLY NEW LISTING

- Listing Agent's Name
- Brokerage/Real Estate Company
- Business Address

WHEN AVAILABLE:

- Phone Number
- Email
- Website
- Social Media

CHOOSE FROM TWO SERVICE OPTIONS

LIST ONLY

All info needed to contact agents

AUTOMATED POSTCARDS

Automatically send a custom postcard to agent's with a new weekly listing.

BENEFITS

IT'S PERFECT TIMING: Know when an agent has a new listing and reach them at the perfect time.

IT'S SIMPLE: We make it easy for agents to recommend your business to their clients. Better yet, give your Agents a good reason to pass on your name with can't-miss offers on your postcard! And then you can also reinforce the marketing message by also sending a separate postcard to homeowners.

IT'S CONSISTENT: By sending automated messages on a schedule - starting with "Congratulations on your new listing!" - you'll open the door to further communication with agents.

IT BUILDS REFERRALS: All the data you need to communicate with the agents is at your fingertips. You can grow your business at your desired rate!

EXPERIENCE A HIGHER ROI ON MARKETING AND DEVELOP A ROBUST SALES PIPELINE OF LARGE HOUSEHOLD MOVES WITH AGENT OUTREACH.
CONTACT US TODAY TO GET STARTED!



ADDITIONAL RESOURCES

Use the links below to expand your knowledge on select topics:

MARKETING INNOVATION

[2018 CONSUMER SURVEY OF HOW HOMEOWNERS FIND A MOVER](#)

[TECH SIMPLIFIES MOVER MARKETING](#)

DIRECT MAIL

[5 REASONS DIRECT MAIL WORKS FOR MOVERS](#)

[TRACKING RESPONSE RATES](#)

[VIDEO: SEE OUR DIGITAL PRINTING AT WORK](#)

[SAMPLE AGENT TEMPLATE POSTCARDS](#)

SEASONALITY & SALES PIPELINE

[FULL SALES PIPELINE](#)

[SEASONALITY OF THE REAL ESTATE MARKET](#)

REAL ESTATE SETTLEMENT PROCEDURES ACT (RESPA) RULES

{ Please be conscious of the Real Estate Settlement Procedures Act (RESPA) rules when sending gifts to referring agents. Always consult your attorney with questions concerning RESPA. }

START AGENT OUTREACH TODAY WITH



Moving Leads

By First Movers Advantage, LLC

1035 Pearl St. Suite 324
Boulder, CO 80302

303-443-0767
303-443-2073 (FAX)

www.movingleads.com
www.fmadata.com
customer.service@movingleads.com