

Randolph-Miller Associates, Inc.

Your Profit is Our Business

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The 7 Profitable Uses of ZAP! Surround Mail

1.) The typical use of ZAP! Surround Mail is to have Randolph-Miller Associates, Inc. print and mail 200 or more jumbo postcards to the nearest homes surrounding your listed or sold property. (We can do this in either two color or full color.) Simply complete the following form(s) and “ZAP”- your personalized mailers will get done ZAP fast!

Success begets Success...

Let's get creative with alternative ways to use ZAP! Surround Mail.

2.) There's no rule that the card has to say “Just Listed” or “Just Sold”. We can print anything you want on it, at no extra charge.

Examples: *Now Available, First Time on the Market, Unbelievable Value, Price Just Reduced for Fast Sale*; or you can advertise an Open House. If you sell a property quickly, brag about it and say “Sold in 14 Days”. Say that it “Sold for 100% of List Price”. There are many ways to do this. Effective marketing is about communicating meaningful specifics to a targeted market.

3.) Your ZAP! Surround Mail Cards can feature multiple photos of the property or properties. We first learned to do this with condos that looked nondescript but offered unique interiors. We encourage agents to photograph rooms with vaulted ceilings, incredible views, golf course, custom kitchens, and so on. Showing what kind of marketing *you do* really impresses current and potential listers.

Be assured every card includes the disclaimer about disregarding if the property is presently listed with another broker. However, you will occasionally pick up a listing when a seller believes you can do a better job when their present agent's listing contract expires.

4.) Your Database. The standard method is to send 200-1000 pieces to the surrounding homes. The principle is that “like attracts like”. Other homeowners living in the area know about people who'd like to live there. This is good and it works well over and over. Additionally, we can send it to another area. Conventional wisdom says send it where home values are about one-third less; people will ‘move up’ to the 30-40% range above their presently valued home. Deciding on the exact area to send to takes critical thinking on your part. You really have to know the market and the moving trends of a particular area; do the research to see that people really are moving from one location to another.

5.) Apartment renters are another great group to mail to. If your listing is priced so that a mortgage is comparable to rent, (typically \$750 to \$1,500 per month) you can attract a specific local buyer for your listing. There are several advantages in doing this. A) You control the transaction by working with both buyer and seller, making for a nice payday. B) If that particular listing isn't right, you can always find another property for that buyer.

6.) Market Updates. Statistical information of listed and sold properties of “like” or comparable homes. It's a fact homeowners like to know what homes are listing at and actually selling for in their neighborhood.

We like to remind people to hold on to these mail pieces by printing “P.S. Save this with your important financial documents.”

WARNING

Be absolutely certain the information you are providing is “comparable” with the homes we're mailing to. Few things will cost you as much credibility as to average or price compare two or more properties that are not alike.

For example, it's not unusual for an older neighborhood to have homes worth \$240,000 adjoin a new neighborhood with homes selling for \$380,000 or a lot more. Bad statistical comparisons can grossly skew your market update, rendering it worthless and you looking like you don't know what you're talking about. Don't delegate the analysis part of the job to anybody. Do it yourself.

7.) Have us mail your ZAP! Surround Mail to your personal “sphere of influence” list. Show your friends, family and clients what you're doing.