

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Start Farming Your Past Clients From the Moment they Become Your Past Clients.

Many agents misunderstand the concept of **marketing**, assuming that it is always **advertising**. It isn't. It's about promoting and selling your service, and in an industry where repeat business is a goldmine, a smart agent will be sure to focus on marketing to past clients.

Start your marketing campaign to your past clients right out of the gate with a Move-In Basket for their new home. Every item in the recipe for the Move-In Basket can be purchased at the Dollar Store, which makes each basket cost between \$10-\$11. Bring it to closing or bring it when dropping of the keys and hand it off personally for best results..

VARIATIONS: Add gift cards and gift certificates from local businesses within your farm. Not only does it give these businesses to present themselves to a new resident, but it allows your buyer to become aware of local businesses, which improves the economy of your farm, as well as making your Move-In Basket even more valuable!



Recipe:

Move-In Baskets

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Ingredients:

Mop Bucket	Floor Cleaner	Sponges
Plastic Cellophane Bag w/ Ribbon	Dish Soap	
Toilet Paper	Screwdriver/Tools	
Paper Towels	Picture Hanging Kit	
Notepad & Pen	Rubber Gloves	

Directions:

Take the Mop Bucket and place all of the ingredients inside except for the plastic cellophane and ribbon. Arrange so that as many ingredients as possible are visible. After putting everything in the bucket, wrap the cellophane bag around the bucket and tie off with the ribbon.

VARIATION: Include gift cards and gift certificates from businesses in your farm.

SERVING: Give personally to buyers at closing

