

How to get the best results with the Valued Customer Card Program

Tips that we've learned from agents who have used our program with great success over the last 3 years.

1. Promote yourself on both sides-Pick 9 or 10 ads and a slogan for yourself for the back of your cards. (People read the back of these cards much more than the front)
2. Get 50% of your cards out as quickly as possible so they are circulating in the community. Don't hoard them in your desk.
3. Give 2 or more cards out to your entire sphere of influence each year. Include all personal friends, past teachers, employers, work associates, etc...and ask them to give one to a friend. They will do it.
4. Use the Valued Customer Card with your regular business card, not instead of it, this is a promotional card. People like to write notes on your paper business card, but they will keep your Valued Customer Card in their wallets.
5. You must mention the "repeat use discounts" when you give out the card or have it mentioned in your personal promotional copy on the back of the card.
6. Pass your card out upside-down so people realize immediately that it's a gift and not just a high quality card. They will turn it over within a minute, realize you're a professional, and appreciate your low-key approach.
7. Track your promotional programs. When you list or sell a home ask the customer you're dealing with if they have received one of your Valued Customer Cards and if they've used it. When people that you do not know call you to do business, always ask how they got your name & number.

Follow these tips and the Valued Customer Card program will increase your business. Taking the time to track it is the only way you'll know how much!

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