

## 4 Low-tech Marketing Solutions that *Still* Work

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Unless you've been trapped in a time warp since 1998, you know that digital marketing is all the rage. However, interpersonal connections remain an integral part of real estate, and the most successful agents and brokers have plans for both high-tech and low-tech marketing. Here are four old-school techniques that still work for many of your peers to generate business and supplement their online efforts.

**Old-fashion Real Estate Signs:** The National Association of REALTORS® (NAR) conducted a study in 2015 that identified "For Sale" real estate signs as the fourth most effective tool for generating buyer leads. When you think about it, it's easy to pass through hundreds of online ads in an hour or two, and it takes something really special to stop you from clicking. However, when you're out in the real world and you see a home with stunning curb appeal and a "For Sale" sign in the yard, it stands out on its own because it's (probably) the *only* house for sale on the block! Including glossy brochures is a nice touch. Even if the neighbors only take a brochure out of curiosity, it's another opportunity to help them remember your name.

**Warm Calls:** Calling someone you don't know, out of the blue, is nerve-racking for most of us, but calling someone you've worked with in the past, or someone you know socially, isn't nearly as difficult. Real estate coach Mike Ferry recommends letting your contact know up front that you're calling about business and asking if they have a minute to talk. Announcing your intentions right off the bat will let them know you're a straight shooter and not planning to waste their time. Ask if they know anyone who is thinking about buying or selling a home, and see if you can get a referral. You can also offer them a competitive market analysis if they're curious to learn about the state of the local market.

**Handwritten "Thank You" Notes:** In this era of HTML, there's something warm and inviting about a handwritten note on quality paper. It's a quick way to differentiate yourself from the competition, but if you have terrible handwriting, you may want to hire someone on Craigslist or TaskRabbit to write your notes for you.

Now... you do have an additional option, but it's a little strange! If you're willing to spend \$3.50 per note, you can have a robot named Bond write your handwritten notes with a fountain pen ([click here](#) to see the little guy in action). Incidentally, this is the same type of machine that politicians use to sign letters addressed to their constituents. It's a brave new world, isn't it?

**Canvasing:** Heading out into your farm and canvassing the neighborhood is an excellent way to meet prospective clients, and if you come bearing gifts, people tend to be more receptive. NAR suggests offering calendars, pens, kitchen magnets, or some other keepsake that will display your contact information.

By the way, Old Republic Home Protection offers an array of free marketing tools that you can customize with your logo, contact information, and headshot. We have door hangers, calendars, newsletters, homeowner tip guides, and more! Visit our [Toolbox](#) to see what's available, or contact me for a personal tour!