

## **Thank You For Your Business**

Dear [Client]:

I'd like to take a moment to thank you for purchasing our software and becoming one of our valued clients.

BIRDVIEW Technologies is in the business of helping real estate professionals succeed. We're happy that you've chosen our software and taken an important step towards making your working life easier.

Any hour of every day in each year, BIRDVIEW software will gather vital buyer information for you from your Web site, and compile it into an easy-to-read format that you can access at your convenience. We do the lead generation and management for you so you have more time for the actual sales. What could be easier than that!

To further assist you, we will e-mail you monthly tips to help you make the most out of your Web site and your BIRDVIEW software.

Your satisfaction is our priority. If you have a problem, we're here for you. The product demo tutorials in your Web Assistant and your user guide are designed to help you understand our software. Our support staff is just a call away at [Insert phone number].

If you need any help with our software, contact me any time. I am here to assist you with any software needs you may have.

Sincerely,

[Insert digital signature of Account Executive.]

[Insert account executive's name in print.]

[Insert contact information.]

## **Driving Consumers to Your Web site Part 1**

Dear [Client]:

The ability to collect great leads is one of the main differences between successful and unsuccessful real estate professionals. A Web site, if used properly, can be a great way to generate those leads. But you have to get prospects to your site. After all, if no one visits your Web site, it's useless and does nothing more than take up space on the Web.

The most affordable and effective way to drive consumers to your Web site is through traditional marketing. Traditional marketing means that you use offline materials to let consumers know about your Web site. Your site's address needs to be visible in all forms of advertising and everywhere your phone number appears.

BIRDVIEW Technologies has compiled the following checklist that offers several places where you can place your Web site address. We encourage you to print out the list and use it as a reference.

- Brochures
- Voicemail Systems
- For-sale Signs and Riders
- Stationery and Envelopes
- Billboards
- Business Cards
- Promotional Items
- Fax Cover Sheets
- Personal Apparel
- E-mail Signature Files
- Shopping Carts
- Listing Presentation Materials
- Business and Personal Checks
- Vehicle License Plates
- Magnetic Vehicle Signs

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

PS: Watch your Inbox next month for more tips on how to drive consumers to your Web site. You'll receive the e-mail on [Insert date in bold here.]

## **Driving Consumers to Your Web site Part 2**

Dear [Client]:

On [Insert date of previous e-mail.] we at BIRDVIEW Technologies offered you a list of several places where you can use traditional marketing to promote your Web site. Traditional marketing is very effective and economical, but if you have the funds for additional types of marketing, then we suggest you try online marketing.

Like traditional marketing, online marketing is a good way to drive consumers to your site. Placing a link to your Web site in national and local portals and directories increases your Web site's visibility and encourages new visitors.

Some directories are free. Others charge a fee. A couple of free directories we suggest you consider are:

- [Realtor.com](http://Realtor.com)

- Ired.com

Exchanging links with your affiliate business partners and your local Chamber of Commerce is also a very effective way to increase your site's traffic.

Whatever method of online marketing you choose, BIRDVIEW Technologies is there to help you. We have the tools you need to create incoming and outgoing links, and we're only a phone call or e-mail away if you need technical assistance.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

PS: Watch your Inbox next month for more tips on how to drive consumers to your Web site. You'll receive the e-mail on [Insert date in bold here.].

[Insert phone number and e-mail address for technical help.]

## **Driving Consumers to Your Web site Part 2**

Dear [Client]:

These past two months we've sent you e-mails explaining two popular and effective ways to drive consumers to your site. The first method was the affordable traditional marketing, and the second method was the slightly pricier and time-consuming online marketing.

Both methods are highly effective in increasing visitors to your Web site. But there is still another way to drive traffic to your site. You can use Internet marketing.

Internet marketing, in a nutshell, is the process of maximizing search engine technology. This is done by purchasing Search Engine Optimization (SEO) services that figure out the keywords most often used in Web searches by those looking for homes. The SEO services incorporate these words into the coding and content of your Web site.

Keywords can also be used to create Pay Per Click (PPC) advertising. With PPC, your Web address is set to come up when certain keywords are entered into a search engine. (These types of ads are usually separate from the search engine results. For example, Google Adwords.) If the surfer is interested in what you have to offer, he or she will click on the link to your site. With PPC, you pay a set up fee and a certain rate each time someone clicks on your Web address.

Internet marketing can create a staggering number of leads if used properly. But it's also very expensive. Price-wise it's comparable to the cost of premium newspaper and magazine advertising.

If you choose to use Internet marketing and maximize search engine technology, BIRDVIEW Technologies is here to help you. All of our sites are already Web optimized, but we also have the tools to help you further optimize your site. It's simple enough for you to do yourself and hired SEO services can use it too.

Sincerely,  
[Insert digital signature of account executive.]  
[Insert account executive's name in print.]  
[Insert contact information.]

PS: Watch your Inbox next month to find out what to do with all the new traffic you've generated. You'll receive the e-mail on [Insert date in bold here.].

[Insert phone number and e-mail address for technical help.]

## **Capturing Leads Part 1**

Dear [Client]:

By now you have steady traffic to your site. But how do you turn this traffic into leads?

First you need to get some crucial information about these potential clients. This information will help you better assist your prospects and convert them from potential buyers to satisfied clients.

When gathering information you need to carefully determine which questions you need answered. Necessary information is any information that will help you better serve your clients. This information could be their names, phone numbers, e-mail addresses, or their motivational profiles.

BIRDVIEW Technologies can guide you through the steps to determine what information you need. Our Web tools help you capture the consumers' information and organize it into an efficient customer database.

Sincerely,  
[Insert digital signature of account executive.]  
[Insert account executive's name in print.]  
[Insert contact information.]

PS: Watch your Inbox next month to find out what else you can do to capture those elusive leads. You'll receive the e-mail on [Insert date in bold here.].

## Capturing Leads Part 2

Last month you discovered the importance of gathering crucial information about potential clients. By making sure you collect necessary information, you increase your chances of converting your prospects into happy and satisfied buyers or possibly sellers.

I say “possibly sellers” because statistics collected over the past five years show that the main reason consumers visit real estate Web sites is to *see listings*. Few visit because they’re looking to sell a home.

Most real estate professionals know that visitors want to see listings when they visit a site. So the majority of agents and offices place all MLS listings on their sites. The downside to this tactic is that all real estate Web sites begin to look the same to prospects.

We can solve this problem for you and help you set your Web site apart. BIRDVIEW Technologies has the Web tools to allow you to offer services to make your Web site stand out in the minds of potential consumers.

A few of the Web tools BIRDVIEW Technologies offers are:

- Information about the communities the prospect is examining. This information could include topics like nearby schools, local activities and neighborhood crime statistics.
- Streamlined navigation to make it as easy as possible for consumers to find what they need.
- Intelliforms.
- Two-click listings from anywhere on the site.

Contact a BIRDVIEW Technologies support staff member if you need any help with these tools. Or try your Web Assistant tutorial or read the user manual.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive’s name in print.]

[Insert contact information.]

PS: Watch your Inbox next month to discover more ways you can capture leads. You’ll receive the e-mail on [Insert date in bold here].

[Insert phone number and e-mail address for technical help.]

## Capturing Leads Part 3

Once you've got visitors to your site, it's very important to entice those visitors to become your clients. First impressions count and BIRDVIEW Technologies is here to help you create and maintain a professional real estate site that offers all the things today's Internet consumers expect.

In the last e-mail we covered some of the Web tools BIRDVIEW Technologies offers. Those were only a few of our lead capturing tools. We offer several other services guaranteed to pique the interest of your consumers and increase the chances that those prospects will hire you to represent them.

Today's Internet real estate consumer wants virtual tours, extra photos, and free home updates. An outstanding real estate professional should provide all of these services. We can help you with this. We have the tools that allow you to conveniently enhance your listings to generate interest and give potential clients what they want.

When the prospect registers for this information, we add it to your personalized customer database. You examine this content and use BIRDVIEW software to respond to your leads.

Next month we'll give you some tips on how to effectively respond to hot leads.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

[Insert phone number and e-mail address for technical help.]

## **Responding to Hot Leads Part 1**

You've got the visitors to your site. You've given them what they want so that they're interested enough to register for more information and updates. All their crucial information is stored in your customer database provided by BIRDVIEW Technologies. Now what?

Not all those leads you've captured are hot leads. Many of the visitors might be simply looking around. But others will be more seriously searching for a home.

The first step you need to take in responding to hot leads is to separate the hot leads from the cold leads. And to do this, you need a comprehensive profile of each prospect.

No doubt there are plenty of real estate professionals who do this manually with flowcharts. But BIRDVIEW Technologies knows that you're busy and don't have time to fiddle around making prospect lists.

Our programs do this for you. Our technology tracks the information about consumers' activities to your site and combines this with the information the consumer gives at registration. Based on the settings you've created, our software automatically creates prospect profiles.

Once the prospect profiles are created, you're alerted to any hot leads. You take this information and begin immediate action.

Next month we'll offer you more tips on how to respond to hot leads.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

## **Responding to Hot Leads Part 2**

Last month you learned how to separate the hot leads from the cold leads. You learned how our software will automatically read prospect profiles and alert you to the ones most in need of your services in the very near future.

Now you need to respond to these prospects and you need to do so in a timely manner. After all, a hot lead can turn into a same-day sale for you or be lost your competitor.

But what if you can't immediately respond to a highly interested consumer? Perhaps you're busy with a client or are unable to check your Inbox for several hours.

We have a solution to this dilemma. BIRDVIEW Technologies has a large library of professionally prepared messages. You can use these letters as is or combine them with your own campaign and automatically send them to your hot leads.

No need to worry about the messages sounding generic. Each can be set up to be personalized.

Watch your Inbox next month for more tips on how to respond to hot leads.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

## **Responding the Hot Leads Part 3**

The best way to respond to leads is to determine ahead of time what information you want to send your hot leads.

As mentioned in last month's e-mail, BIRDVIEW Technologies offers professionally prepared messages that you can use as is or as a template to write your own messages. Just be careful that when writing your own messages. You don't want to come across abrasive in your eagerness to present yourself as the professional the prospect should hire.

The first couple of messages you send to each prospect will likely contain the same message that's been personalized for every prospect by our software. If the prospect is interested in further correspondence, you can continue to write messages on a one-to-one basis.

Ideally you should respond to hot prospects within 24 hours of them visiting your site and registering to receive content. Prompt responses show that you carefully monitor your leads and you care about your consumers. Be sure to also promptly acknowledge any e-mails prospects send you.

BIRDVIEW Technologies has software to help you with the task of sending messages. Our software allows you to control the timing and frequency of your messages so that you can send personalized, targeted marketing to all your potential buyers.

Contact our support staff today if you need help setting up this feature. Or check out your product demo tutorial and your user guide.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

PS: Watch your Inbox next month to discover how to cultivate your cold leads. You'll receive the e-mail on [Insert date in bold here].

[Insert phone number and e-mail address for technical help.]

### **Cultivating Cold Leads**

One of a real estate professional's biggest lost opportunities is ignoring interested clients who aren't ready to buy or sell a home within six months.

Most prospects contact severalss agents before selecting one. In order to stay foremost in the prospect's mind, a real estate professional should maintain contact.

The best method to maintain contact is to regularly send promotional e-mails to your potential buyer. This method is referred to as drip marketing.

Traditionally, drip marketing is expensive and time consuming. BIRDVIEW software makes this process more affordable and efficient. Our software sorts out your hot and cold leads, and allows you to automatically send targeted messages to your cold leads.

You can schedule the messages to go out by day or topic. All e-mails are personalized so that they don't look like junk mail. And to avoid annoying your potential buyers, all the drip marketing e-mails have a consumer opt-out feature.

All our messages are professionally written and you can customize them to suit your needs. Customization includes changing your e-mail stationery.

BIRDVIEW's drip marketing system saves you money and helps you make better use of you time.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]

[Insert phone number and e-mail address for technical help.]

## **One Year Ago!**

Congratulations! It's been one year since you purchased BIRDVIEW software and took the biggest step to making your working life easier.

By now you've had a chance to change and evaluate the effectiveness of your marketing efforts. And we don't doubt that your leads and sales have soared if you've used our software to its full potential.

You've made the best from your Web site business. And throughout the following years you can count on BIRDVIEW Technologies to continue upgrading and enhancing its software to keep up with your growing needs.

Thank you for giving us the opportunity to service you. Your satisfaction is our priority and we look forward to continuing to help you succeed.

Sincerely,

[Insert digital signature of account executive.]

[Insert account executive's name in print.]

[Insert contact information.]