

MID-AMERICA REFERRAL NETWORK

— Affiliate of HomeServices of America, Inc.

Are you looking for ways to market yourself and promote your business? Here are a few low cost, or free, resources:

- **Canva – Canva.com**
 - Create marketing pieces, postcards and social media shareable images
 - Most pieces are free or very low cost
- **Picmonkey – Picmonkey.com**
 - Free resource for editing images, creating collages or designing marketing pieces
- **Mail Chimp – MailChimp.com**
 - Allows you to create and send messages, and track read rates
 - Free for up to 2000 contacts
- **Constant Contact – ConstantContact.com**
 - Full contact management system with tracking and eMarketing messages
- **Hootsuite and Buffer**
 - Both allow for scheduling and tracking posts on various social media channels
- **Social Media Resources**
 - Visit the ReeceNichols YouTube channel (<http://bit.ly/RNCareersYouTube>) for Marketing Sessions covering topics like Facebook, Twitter and Instagram
 - Great tips for using social media to market yourself and your business
- **Coaching & Training**
 - Visit ReeceNicholsCareers.com for Coaching & Training tips. This section is updated regularly with business related tips and tricks.
- **Connect on Social Media:** Connect with ReeceNichols Careers for the latest Real Estate trends and other tips to grow your business.
 - Facebook: <https://www.facebook.com/ReeceNicholsCareers>
 - Twitter: https://twitter.com/RN_Careers
 - Instagram: <https://instagram.com/reecenicholsre>
 - YouTube: <http://bit.ly/RNCareersYouTube>
 - Blog: <http://blog.reecenichols.com>

Are you looking to grow your contact list?

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If someone told you it was possible to make high-impact connections with 780 people in a year by investing only ten minutes a day, would you think they were crazy? Probably, but the answer is hand written notes and greeting cards.

Here are the facts:

If you invested ten minutes each day, Monday through Friday, and wrote three notes each day, by the end of the year you would have 780 contacts. (52 weeks x 15 greeting cards sent = 780 contacts).

Hand written notes, especially in the era of mountains of electronic text and email messages, have a huge impact on clients. Because people rarely receive “snail mail” these days, when someone gets a handwritten note, it truly stands out!

1. **Make it simple.** It only takes about three minutes to write a hand written note. Three to five sentences is the perfect structure. Don't make it too complicated—just be sincere in what you'd like to convey and get it in the mail!
2. **Who do you send them to?** There are always *plenty* of people to send hand written notes to, but, if you're sitting at your desk struggling to think of someone, consider: a prospect, a friend or past client, or someone you recently met.
3. **Reasons to write a note.** Still stuck on needing a “reason”? Here are a few reasons to send cards (just to get your juices flowing):

- Birthdays
- Anniversaries
- New baby
- Sympathy card
- Job promotion
- Thank You
- Holidays—non-traditional ones are fun
- Thinking of you
- Home anniversary
- Congratulations
- Appreciate you
- You make a difference
- Nice to meet you
- Welcome to the community
- Just because
- Get well
- I love you or I miss you
- Let's catch up over coffee
- Engagement or wedding
- Thanks for your support
- Friendship
- Retirement
- Graduation
- Keep up the good work

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4. **Every situation presents opportunities for note writing.** Did a new business open in your neighborhood? Send them a note of congratulations welcoming them to the area! Perhaps someone referred a potential buyer or seller to you...a great opportunity for a thank you note! How about someone who's been on your mind? Remember: There doesn't even really need to be a "reason" for your hand written note. It could just be because you drove by their house and were thinking of them!
5. **Have a supply of cards ready to go.** Buy large quantities of greeting cards so you have them ready when you are writing notes each day. If you have the supplies (i.e. cards, stamps, contact list, business cards and your favorite pen) there won't be any legitimate excuses for you to skip out on this activity.
6. **Set them out in the morning.** Set the three greeting cards on your desk in the morning as a reminder to do them by the end of the day. If you don't complete the three cards, continue to pull the cards out and stack them up as a reminder that they need to be done. You may have to write all 15 cards at the end of the week, but you will still be on track for 780 fabulous contacts in one year!
7. **Long lasting impact.** When people receive a nice note in the mail, they often save it in a file, post it on their refrigerator or hang it on a bulletin board above their desk. Rarely does that happen with an email message. Consider the long lasting impact a hand written note can have in helping your clients remember you.
8. **Ask for an address.** Some individuals are not printing their mailing address on their business cards. If you notice this, make sure to ask for their mailing address when you meet them in order to follow up with a hand written note.
9. **Greeting card etiquette.** This may seem obvious, but make sure your hand writing is legible. Nothing is worse than getting a nice greeting card that people cannot read. Also, check your spelling while you're at it. Use a blue or black pen. Hand-address the envelope for maximum effect. Include your business card in most situations.

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On the following pages you will find a series of messages to help connect with your contacts. Each message could be sent via a mailed letter, email message, or even shared on your social media channels. You can also adjust the wording to your liking.

Sending one message a month to your contacts can provide you with referrals throughout the year and beyond!

Here's to a happy and profitable year!

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KANSAS CITY PARKS

Hello, _____!

Take advantage of the extra bit of sunshine and enjoy the beauty of our favorite Kanas City parks.

- English Landing Park in Parkville, MO
- Loose Park in Kansas City, MO
- Shawnee Mission Park in Shawnee, KS
- Antioch Park in Merriam, KS
- Blue Springs Park in Blue Springs, MO

Do you have a favorite I forgot to mention?

If you'd like to get a jump on the current market, give me a call. I'd be happy to connect you with a local real estate professional.

Sincerely,

Insert Name Here

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DAYLIGHT SAVINGS

Hello, _____!

Getting ready to plant a garden? Or maybe just some new shrubs? Kansas City's unique, warm climate makes it the perfect spot for some experimentation. So don't be afraid to play around...and try new things!

Kansas City soil tends to have a lot of clay. Before planting anything, loosen the soil and add some organic material. There are many types of inexpensive compost available at your local garden shop or home improvement store.

For potted plants, use high-quality potting soil, preferably one with plant food already added. For an extra layer of moisture protection, throw a layer of wood chips on top of the soil after you plant.

Here are a few “tried and true” vegetables, flowers, and trees to try in and around the Kansas City area.

VEGETABLES

Thinking about planting a veggie garden? Make sure you choose vegetables and herbs that your family will actually eat! A few safe bets for the clay soils of Kansas City are tomatoes, green beans, lettuce, spinach, green onions.

FLOWERS

Perennials come back every year—without replanting. Good ones for Kansas City include Russian sage, coneflower, daisies, hibiscus, and phlox.

Annuals must be replanted every year and are better choices for pots. A few reliable ones for our hot, dry summers are begonias, petunias, geraniums, marigolds, and vincas.

SHRUBS

These choices hold up well in the Kansas City climate—and are regulars around town: burning bush, viburnum, roses, hydrangea, azalea, boxwood, lilacs, and crapemyrtle.

TREES

Choose from shade trees, ornamental trees, and flowering trees, including bradford pear, redbud, southern magnolias, flowering dogwood, red oak, and maples.

Not sure you want to tackle your home garden? Give me a call – I can connect you with a great local landscaper!

Sincerely,

Insert Name Here

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SUMMER HOME CARE TIPS

Hello, _____!

Looking for a fast way to enhance the curb appeal of your home for summer? Try these 6 easy, inexpensive project ideas that you can do yourself—in a single weekend.

REPAINT THE FRONT DOOR AND ADD MOLDING.

A new front door surrounded by inexpensive foam molding not only provides a pop of color—it also boosts your home's value.

REPLACE OR REPAINT THE HARDWARE ON THE FRONT OF THE HOUSE.

Aging house numbers and light fixtures really make a front porch look dated. For a few dollars, you can easily upgrade these fixtures to make the house look more contemporary.

ADD WINDOW BOXES, HANGING BASKETS, AND LARGE PLANTERS.

And when you plant them with brightly colored flowers, you have an instant seasonal accent that's easy to change every spring.

INSTALL LOW-VOLTAGE LANDSCAPE LIGHTING.

A nice accent to trees, shrubs, or to light up a walkway at night. Choose solar or wired.

REPLACE YOUR MAILBOX AND PLANT FLOWERS AROUND THE BASE.

Treat it like an outdoor art piece—since it's often the first thing that visitors see.

ADD SHUTTERS AND ACCENT TRIM.

This is an easy way to change the entire appearance of your house. Shutters and accent trim provide a nice detail—with a splash of contrasting color.

As always, if you or someone you know is ready for a new home, remember that I am only a phone call away and honored to receive your referrals.

Sincerely,

Insert Name Here

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FALL BACK

Hello, _____!

It's that time again - Daylight Saving Time ends Sunday, November 6, at 2AM. Before you turn in for the night, set your clocks back 1 hour.

As cold weather approaches, here are a few ways to prep your yard for winter.

- **Mulch** — Put a fresh layer of mulch around perennials and shrubs (but first, remove any old mulch still there).
- **Compost** — Add a layer of compost or fertilizer around plant and flower beds.
- **Grass** — Cut the grass short, down to around 2-3 in. high (but don't do it when there's a frost, the grass can actually "shatter").
- **Dead wood** — Remove any dead or damaged branches and twigs from trees and shrubs.
- **Rake** — Rake up all dead leaves.

I'm just a phone call away and happy to help you in your home ownership journey.

Sincerely,

Insert Name Here

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I'M THANKFUL FOR YOU

Hello, _____!

As we enter the season of gratitude, I want to take the time to thank you for allowing me to be a part of your home ownership journey. I am especially grateful for your trust, support and friendship.

On behalf of all of us at ReeceNichols, I wish you the best this holiday season.

Sincerely,

Insert Name Here