

What Should I Give Away For FREE?

As we have stated in our other article *“Use a “Hook” in Your Radio House Tour® Message and Generate More Leads”* we go into detail about the importance of using a free offer to motivate prospects into calling you.

However for the sake of review the importance of offering something for free is for the simple fact that when you give something away you greatly increase your odds of a prospect calling you, who doesn't like something of value to them for free?

FREE!

This is one of the most powerful and attractive words you can use in the English language so use it to your advantage! After all, it did get you to read this statement. 😊

P.S. The most powerful word you can use is their name.

Some simple rules to go by when choosing your free incentive:

1. Make it tangible so they can physically hold it in their hands. This is very important for the following reasons:
 - a. It gives you a chance for them to see your contact information in print
 - b. You now have a logical reason to ask for their address
 - c. With their address you can mail it OR a much better option is to deliver it in person to begin building a relationship and quickly determine if they are a qualified prospect.
 - d. A tangible item usually has a higher perceived value than just some spoken information. A high perceived value is very important in getting them motivated to call.
2. Keep the cost minimal or none at all since you want to get this in as many hands as possible without “breaking the bank”.
3. Keep it relevant to the Real Estate market. Free pens, key chains and potted plants don't tell them how your expertise can help them buy or sell a home.
4. Make it something you can deliver quickly. Time is critical when getting in front of a prospect. The longer you wait the less chance you have to win their business.
5. Make it available in mass quantity. Since Real Estate is a numbers game you don't want be limited to the number of items you can give away for free.
6. Make it show them how knowledgeable you are about Real Estate AND how you are the best choice in being there to help. Don't forget this is one of the largest financial transactions they will ever make!
7. Make 2 free offers with one directed towards homebuyers and one towards home sellers.

Now that we have the basics of what to look for in choosing a free offer here are some options that may work for your situation:

- **Offer a free class on buying and selling a home** - When they show up give them an outline of what you will be talking about and a pen (with your name and info of course) so they can take notes. This is a great way to show them how knowledgeable you are about the Real Estate market and why choosing you is the best choice. You can also include a Frequently Asked Questions sheet of the most popular questions you get as a Realtor and have a questions and answer period at the end.
- **The newest listings in the area they are looking at** – Let them know it's not uncommon for a listing to take up to several days to show up in the MLS system after someone has decided to sell and it can even take longer to show up online. However you can get access these new listings much sooner before most other buyers know about it.
- **List of the most recent Mortgage Rates** – Provide them a list of the most recent mortgage rates from banks and lending institutions in the area. Almost any loan officer will be happy to work with you especially since most are on commission too! A simple sheet with the rates of the 30-year, 15-year and 10-year with zero points could do just fine. This is a great way to help prospects do some preliminary rate shopping without all the work.

(A note of caution: Be sure to let your prospect know that these rates are not fixed and can change at any time and someone else provides them so therefore you can't guarantee accuracy.)

- **List of foreclosures** – Print off a list of homes in foreclosure. Most people who hear the word “foreclosure” think of homes with deep discounts and everyone loves a great deal.
- **List of the most recent home sales** – Anyone who is selling their home wants to know they are getting top-dollar but very few will actually pay an appraisal company to do it for them personally. We suggest you print off a list of the most recent home sales in their area. This can also be helpful for home buyers too if they want to know what other homes in the area went for.
- **A helpful brochure** – There are several types of brochures you could give away for free. For example: “How to sell your home the right way”, “Pitfalls to void in buying and selling”, “What to look for in a realtor”, etc. You can get basic brochures from almost any Real Estate supply company any most Realty

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Franchises already have these available. The down side is every other Realtor can give it and this limits its perceived value.

- **Strong sales offer** – Some realtors will use a very strong sales offer like “Have a home to sell? We guarantee your home sells in 60 days, or we’ll pay you \$1000 cash”. This is almost sure to increase your calls.
- **Give them a taste of your experience** – This is a lot like the one above of giving away a brochure but the twist is you write it. This does two very important things. First, it’s guaranteed to be original. No one can say they already have that or just received that from another realtor. Second, it makes you look more professional and knowledgeable. You must however make it look professional, it’s relevant and the title will grab the attention of a motivated homebuyer or home seller. For example:
 - Your top 10 tips every home owner must know when selling
 - Your top 10 tips every homebuyer owner must know before they sign”
 - The biggest mistakes you’ve seen homebuyers make
 - The biggest mistakes you’ve seen home sellers make
 - Your top 10 tips you’ve seen help sell a home faster

There are countless items that you could give away for free to attract homebuyers and home sellers. Just remember: high perceived value, relevant to Real Estate, little or no cost to you, and easy to produce in mass quantity are a must.