

THE REAL ESTATE STORE[®]

Licensed Real Estate Broker

As a Realtor in this competitive market, it is essential to differentiate yourself from the competition. Your services need to be more than local real estate knowledge.

Remember that customers are not one-dimensional. There is no universal one e-mail, or group text fits all approach to stay connected to them. Your customers have different needs. A good Realtor will establish what is known as "**front of mind awareness**" market share with their customers without bombarding them with "SPAM" to the point where they unsubscribe to you.

My core message to Realtors is to become the best resource you can for your customers. They include buyers, sellers, other Realtors, local service providers, and businesses. Realtors who leverage their local service providers and business enterprises will retain customers and receive more business opportunities.

The Real Estate Store offers a unique tool for Realtors to help them differentiate themselves in the business while establishing "**front of mind awareness**" market share.

Call me to find out more.

Professionally

Bill Kelly

Broker/owner

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