

Rector Hayden

BOOST 5-Day Action Card Competition

Get Ready to **WIN 2 Months** **FREE ADVANTAGE FEE!**

Rector Hayden REALTORS proudly announced a great new consumer tool for our website this month: the Home Value Estimate Tool found at www.rhr.com/homevalues. This report tool allows a consumer to enter in any residential property address - nationwide - and see estimates of the home's value. Like a credit report, they are given three different values from top ranking estimate tools: Zillow, NAR RPR, and Rector Hayden's Report from our vendor Collateral Analytics. The purpose of this report is to further engage consumers when they are online making real estate decisions. It shows the consumer that there is more to the value of their home than one number on one website - and ultimately prompts the consumer to contact a real estate agent for the BEST estimate of their homes value (a comparative market analysis).

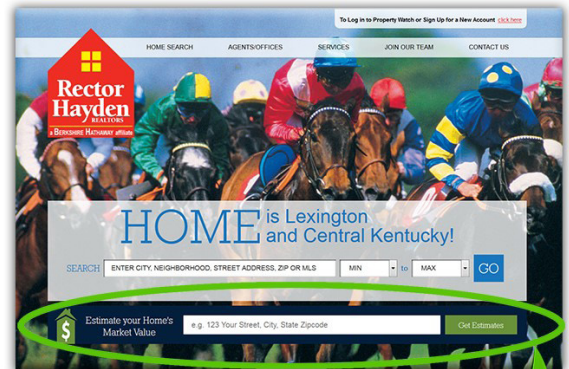
"A \$96 Value!! How?" you may ask - well never fear, we will tell you!

Attached to this letter is a BOOST ACTION CARD! By following the 5 activities on the card, recording your progress, and then turning it in - YOU COULD WIN 2 Months Free of Your Advantage Fee!!

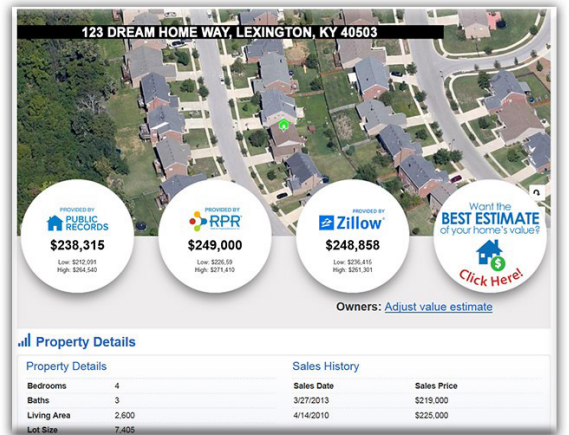
CARDS ARE DUE BY MONDAY, NOVEMBER 9th to the front desk, Keith Rector, or June Laves. Make sure you have filled out the card fully in order to be qualified for the drawing. Winner will be announced at the Sales Meeting!

If you have any questions, please feel free to contact Keith Rector or June Laves.

RectorHayden.com - a new look, and a cool new feature!



Home Value Estimates
from Zillow, RPR and Public Records
- on one page!



Quick. Simple. Free.

What's Your Home Worth?
www.rhr.com/HomeValues



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Boost Guide

*So you're looking at this card and thinking
"What am I supposed to do now?"*

Every day of the week (NOV 2 - NOV 6) you'll receive a daily reminder to complete a task. Feel free to mix up the days if one task works better for you on a certain day!

Day 1: Send E-campaign. On HUB, there is a pre-made e-mail under the Website Folder that you can send out. OR, you can add contacts to a group and then add that group to a timed drip campaign in the campaigns section.

Day 2: Text or Call! Text some of your clients about the new tool and include the link www.rhr.com/homevalues in your message so they can go straight to the tool on their mobile device! Not big into texting? Feel free to substitute phone calls, pop bys, or social media posts on this day. Just be sure to record what you did!

Day 3: Mail Postcards or Flyers. You can order postcards to be sent out to your mailing list or a USPS postal route. Or, there is a customizable Word Document flyer on the HUB under Agent Marketing tools you can distribute or mail to clients about the new tool.

Day 4: Facebook Share / Social Media. Post on your professional and/or personal social media accounts. Share the link www.rhr.com/homevalues and a call to action statement about finding your clients the BEST estimate.

Day 5: Calls & Pop Bys. Go visit your neighbors, call up some clients, let them know about this new tool and how it can help them decide if they want to sell or buy! Maybe pair the pop by with a small gift and a flyer!

See these directions and more tips online at www.news.rhr.com/boost

