



CLIENT DIRECT™



www.VARealtor.com/ClientDirect



How do your prospects know you?

Are you the gal who sends a calendar every November? Or the guy whose face is on the letter opener? Do they even save those recipe cards?

Don't be like that. Don't be the "calendar guy" or "what's her name who sends the football schedule." Instead, be your clients' authoritative source of real estate expertise.

Give them relevant information, not trinkets. Show them how to get the most from their property. And give yourself a reason to contact them frequently.

Do it with ClientDirect. It's simple and it's free.

What is ClientDirect?

It's a free, automated newsletter that comes from you and goes to your entire client list. You write your own content or pick from the latest real estate news, tips, and information.

How much does ClientDirect cost?

Zero. Zilch. Nada. It's included in your VAR dues.

What about the privacy of my contacts?

Your contacts are your business. ClientDirect will never share any of your clients' information, period.

Sign up today at www.VARealtor.com/ClientDirect

What does it do for me?

With ClientDirect, your current and prospective clients see your name and your picture every month — you stay on their radar. And what they get isn't fluff. It's real estate-specific information that can help them increase the value of their home.

- Which home projects yield the most bang for their buck?
- Are any zoning changes or new developments coming to their communities?
- Is there any state or national legislation being debated that could affect their homes' value?
- Are there plans to build public facilities like parks, schools or roads in their area, and will their neighborhood benefit?

ClientDirect takes care of gathering and distributing everything. All you have to do is set it up.

Can I customize my newsletter?

Yes, every month you can choose from a variety of professionally written articles, or add your own content: your listings, local news, whatever you like. So *your* prospects get *your* newsletter.

And each message contains your photo, your contact information, and a link to your website.

How does this help my business?

You know every opportunity to be in front of your customer base helps build your business. And more and more, customers are looking for expert real estate advice.

ClientDirect lets you make contact with past and prospective customers and show them you're their local real estate expert. When it comes time to buy or sell, it's your name they'll know.

Furthermore, ClientDirect is a program within the Virginia Homeowners Alliance. The Alliance seeks to influence local and state politicians on issues that affect common interests held by REALTORS® and homeowners. By using ClientDirect, you help recruit new contacts for the Virginia Homeowners Alliance, helping us nurture grassroots contacts we need to advance property rights in the Commonwealth.