

On Becoming an e-Agent—Tax Time Cometh Part 29

By Jo Becker, BA

With 2005 behind us, you may not want to consider it yet, but tax time is just around the corner. RMLS™ stats show that many, many of you did a *lot* of business last year. Take time during the first quarter of this year to thank each of your 2005 clients once again. Better yet, provide them additional service at the same time.

What I'm talking about isn't a new invention, but the tried and true tax-time letter. Its simplicity is beautiful. Simply mail clients a copy of their Closing Statement along with a cover letter from you. Hopefully you have a copy of each clients' Statement available in your files—I used to make an extra copy each time we closed a file and set it aside to mail out early the next year. If not, contact your corporate office or the title companies you closed with for copies.

A cover letter from you should be short and sweet. Clients don't expect communiqué weeks or months after the transaction. Just the fact that you remembered them—that you were concerned they might have misplaced their Statement or might forget to share it with their tax planner to avail themselves of any and all tax advantages will win you brownie points.

What better marketing could you do with your own best target audience for the cost of a stamp? This target audience consists of your own past clients, with images of how you sealed the deal, saved the day, and watched out for their best interests fresh in their mind! Don't miss this opportunity to check in and invite further contact with your past clients.

Better yet, there's no need to reinvent the wheel! Drop me a line at JoByEmail@yahoo.com if you would like a copy of the tax-time letter my parents/partners and I used in our own practice.

Remember, if all of this seems too overwhelming, ask for help, but keep trying! Before long you will get the hang of it. In the meantime, *hang it there!*

Jo Becker has eight years of licensed real estate experience. As a former broker, she knows how important, and sometimes scary, technology and self-promotion can be. Jo has provided personalized one-on-one marketing consultation and computer software training to the industry since 2002.

Call or write today for a free monthly eLtr offering helpful marketing hints and computing tips!

Services include relationship selling tips and techniques, data entry, software application training, custom marketing campaigns, design of collateral pieces, and website content design. 503/493-6883; JoByEmail@yahoo.com