

Creating Your Mailing List



Your mailing list can be any group or groups of people. For example, a neighborhood(s), organization(s), past clients, any collection of individuals that you want to consistently remind that you are in the real estate business. The possibilities are limited only by the number of people you can think of and by the amount of money you want to spend in promoting yourself.

You must create your own database which is a collection of these prospects. You may wish to separate or identify who they are for your future reference and for ease in sorting and sending. Another option is to purchase a mailing list or rent a list. The Criss-Cross Directory is a source of names for those living in apartments or subdivisions. At the very least, hand write your mailing list once on labels and use that list as your master each time you want to do a mailing to copy onto blank labels.

Who Do You Know:

- From previous employment?
- From school or college?
- Through your favorite sports or hobbies?
- From your church?
- From civic activities?
- From previous neighborhoods?
- From your club or lodge?
- Through your children?
- Through your spouse?
- Through other family members?
- Who sold you your automobile?
- Who sells used cars?
- Who repairs/details your car?
- Who manages a moving/storage company?
- Who sold you your carpet?
- Who is your travel agent?
- Who prepares your taxes?
- Who is your lawyer?
- Who is your doctor?
- Who is your barber or hairdresser?
- Who is your pet's veterinarian?
- Who does your dry cleaning?
- Who is the local florist?
- Who is your letter carrier?
- Who is your painter/decorator?
- Who is your local printer?
- Who repairs your TV/VCR, radio, etc.?
- Who serves you lunch?
- Who is the principal of your child's school?
- Who is your school/dance/music child's teacher?
- Who coaches your child's athletic team?
- Who heads your Parent Teacher organization?
- Who is your child's scoutmaster?
- Who do you play cards with?
- Who do you golf/fish/play tennis with?
- Who sells you fishing tackle?
- Who manages a bowling alley?
- Who is your best friend?
- Who heads your local Veterans organization?
- Who sold you your wedding ring?
- Who made your latest family photos?
- Who sold you your glasses?
- Who sold you your furniture?
- Who is manager of your bank?
- Who owns the local hardware store?
- Who cleans your house or maintains your yard?
- How many builders do you know?
- Who has a small business that's booming?