

# Real Estate Focal Points

## Why focus on the Real Estate Market?

Following several years of spectacular commercial and residential sales within the real estate industry, the end of 2008 brought the industry almost to a standstill. The outlook for the real estate industry, although not as viable as it once had been, is full of areas of opportunity for not only the housing market but for the promotional products industry. Employed homebuyers will find it an excellent time to buy. Low mortgage rates are off the charts, housing prices have stabilized, government is providing tax incentives to first time homebuyers and inventory is abundant. Past decades have shown that real estate has been most lucrative following periods of recession. Many real estate companies can use this downtime to promote their name with potential new customers and help retain past customers in a competitive marketplace. The task of choosing a real estate agent can seem almost as daunting as finding a property because there are so many to choose from. Although lawyers, insurance brokers, home inspectors, movers, builders and contractors are all key players in these transactions, finding a real estate agent is usually the first step someone takes when deciding to buy property. There are over 1.3 million licensed realtors in the United States with over 600,000 listed as currently working real estate agents. Many of these realtors work for large agencies that have offices and franchises throughout the United States. How does someone stand out in a sea of real estate companies and agents? The number one way has always been promotional products. Real estate agents depend on promotional products to help get their agencies noticed, gain new customers and retain past customers.

Paper♥Mate®

Sharpie®

## Proven Sellers in the Real Estate Market

Paper♥Mate® Profile® Gel



Gel Pen: \$1.90(A) • 100 Units

Paper♥Mate® InkJoy



Hybrid Ink Pen: \$0.83(A) • 300 Units

Paper♥Mate® InkJoy



Retractable Gel Ink Pen: \$3.51(A) • 100 Units

Paper♥Mate® FLAIR



Ball Pen: \$2.67(A) • 200 Units

Sharpie® SGEL



Gel Pen: \$2.22(A) • 200 Units

Sharpie® ROLLER



Rollerball: \$3.52(A) • 200 Units

Sharpie® TANK HIGHLIGHTER



Tank Highlighter: \$3.01(A) • 200 Units

Sharpie® MINI



Permanent Marker: \$2.21(A) • 200 Units

Sharpie® FINE



Permanent Marker: \$2.01(A) • 200 Units

## Promotional Ideas for the Real Estate Market

- **Open House Giveaway**—When potential homebuyers are going from open house to open house, having an imprinted pen to take home with them will help keep your name fresh in their minds.
- **Organizational Tool**—Help your customers keep track of all the houses you're showing them by giving them an imprinted pen to write down important notes about each home.
- **"Top of Mind" Giveaway**—Give customers a jump start on packing at the real estate closing by distributing imprinted Sharpie permanent markers to help mark their boxes and get moving!
- **Thank You Gift**—What better way to say "thank you" to your customers than with an imprinted pen with fraud protection ink to help sign all their important documents to seal the deal and their impression of you.
- **Increase Tradeshow Traffic**— Use an imprinted pen as a way to stand out among the masses and increase your visibility among new customers at home shows.
- **Recognition Award**—Reward top-selling realtors with an engraved pen they can carry along with them to all their closings. A prestigious pen communicates success.