

Real Estate Advisor Weekly™

A MONTHLY publication of Life Style Real Estate Advisors, Inc., Nashville, TN

Relationship Marketing

Editor's Note:

Recently, I had the pleasure of hearing Jim Bardwell and John Browning III speak about relationship marketing. It was the best discussion of marketing that I have heard in a long, long time. So we have asked John and Jim to write this section of the Real Estate Advisor



Weekly™. And, by the way, you will want to go to their website. They are the best at cleaning carpet, rugs, upholstery, and no, we are *not* related. They take serving seriously and it shows. Pro-Care is the most referred floor care company by Carpet Retailers, Interior Designers, Professional Home Stagers™, and REALTORS® in Middle Tennessee; a testament to the fact that they are onto something in their approach to marketing.

Relationship Marketing

By

John R. Browning III and Jim Bardwell

We are in a new age. According to the Age of Man (stages of human existence on the earth); first there was the stone age, then bronze, industrial, then informational, and we have now entered the age of RELATIONSHIP. We can break it down to simple math; RELATIONSHIP = REFERRALS.

The truth about relationships is that it takes work to make and maintain relationships. To understand relationship marketing, it's important to understand the difference between advertising and marketing.

With advertising you create something to display to the public through various forms of media in hopes of acquiring new clients. Advertising can also be very costly as a four to one return on your investment is considered great. With print media or even a TV commercial, it's hard to get the emotional connect and trust that we all look for when hiring a service company.

Marketing is the process of creating, communicating and delivering with trust a product or service through relationship. This is where we get the term relationship marketing. The Pro-Care definition of relationship marketing is *being an asset to others before they are an asset to you*. Being in the service business it's important to do just that: serve! Relationship marketing also averages a twenty to one return on investment which of course is much higher than advertising.

There are several ways to serve that allow you to become an asset to others first, the following are some.

- First and most importantly... listen. You have heard it said no one cares about how much you know until they know how much you care. It's true. Listening allows you to find out what's important to them and what their real need is. If you can help fulfill that need in just the tiniest way you will be on your way to a great relationship.
- When you join networking organizations first and foremost look for ways to contribute and serve.

Note from Jim Bardwell, Pro-Care's Marketing Director, "There is no faster way to establish a meaningful relationship with someone than the service model. Whenever I join a new networking organization, my first priority is to seek out opportunities to serve that organization. Often we fall into the trap of immediately looking for what that organization is going to do for US. What I like to do is put on my "where can I help" radar. All organizations can benefit from a willing, helpful, service-minded member. I have probably made more meaningful referral contacts setting up the chairs or taking the garbage to the dumpster than I ever have "working the room" and being the best networker." (continued—page 2)



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Feature

Why I Love Nashville



Suzanne Gaudette Way

"I love Nashville because it draws so many creative people and people who appreciate the arts. All this talent and creativity is stimulating and makes for a warm, vibrant and exciting place to live. It is energizing and encouraging to meet fellow artists."

Ms. Way is an accomplished painter/artist. She is also a well-loved art teacher with students of all ages. To learn more go to: www.thewaygallery.com

Contact the editor at: jgreene@hardaway.net

Weekly Quote

"Remember, we all stumble, everyone of us. That's why it's a comfort to go hand in hand."

Emily Kimbrough

Relationship Marketing (Continued)

Finally, in the highly competitive world that we all live in, price cannot be the determining factor. Someone will always sell it for less, but can they match your value? Here are some simple strategies to add value to your product.

- Testimonials
- Brand Identity
- Packaging and Bundling (Grouping services together so that your product has added value.)
- After-Sales Service
- Rewards Programs (Offer a financial reward for referrals so others can make money from your product.)
- Guarantees (Stand by your work – guarantee it up front)

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Jim Bardwell is the Marketing Director of Pro-Care. You can reach him at

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For more information on Pro-Care, visit: www.ProCareOfNashville.com

John & Jim also offer consulting services on relationship marketing, systems training and staff training. For more information, visit: www.TriFocusConsulting.com.



Standing: John Browning
Front: Jim Bardwell

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Water



Water - it has been so hot this summer that I seem to be focused on water, water as ice, water mixed with tea bags and baked in the sun, water in a cool shower, water to water the lawn and help the little birds and flowers out. Recently, I had to run a couple of errands and stopped at a local drive-in for an iced tea - unsweetened, thank-you. Then I stopped into a store that wouldn't allow beverages. By the time I left the store, my iced tea was

hot tea. So, I don't know what possessed me, but I drove back through the drive-in - it had only been 20 minutes and I explained to the voice at the other end what had happened and asked if I could buy a cup of ice. This was the response. PAUSE -- SIGH -- Angry voice, "I'll do it THIS time!" This got me to thinking about customer service and wishing she would have said, SMILE in VOICE - "Yep, it is pretty hot out there. We don't usually do that, but it would be my pleasure. Is there anything else on the menu we can get you?"

Then, I arrived home to find a bunch of tiny birds crowded around a little muddy area in my flower bed where I had watered earlier, and I got to thinking the best thing I could do was turn the sprinkler on in the middle of that hot day to give my little bird friends some relief. Honest, there was a bird party out front. I wish you could have heard the happiness and some fuzzy bumble bees joined in it all, too.

There is a sweetness in life from being able to do something nice - be it a cup of ice, or a sprinkle for a bird who can't turn on the faucet.

by Joan Greene

Featured Property

1131 Winding Way Rd, Nashville - \$269,500



- 3 Bedrooms
- 2 Baths
- Fireplace
- 2 Car Garage
- And more . . .



Location is HOT! Inglewood's distinguished Jackson Park! Features updated kitchen/paint/roof/lighting/windows. Large Lot/Private backyard/Fence/Pool/Storm Shelter/Large Deck Handicap accessibility via elevator.
Call Rita to see this great home.

Rita Lambert
REALTOR®
615. 477. 6095



www.houselens.tv/1131windingwayrd.aspx

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