

## **The Importance of Relocation Packets**

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When people are looking to move to a new area, whether they live within that state already or not, they are looking for a lot of information in a short period of time. Website interaction is at an all-time industry high, yet many folks in the real estate industry are missing one large service that should be integrated within their business. It is the relocation package.

Why is the relo package so important? For starters, it gets you in front of potential clients. Your website should include relocation information about the city or area you service, in addition to things to do. Not sure what that all includes? Visit your local Visitors Bureau or Chamber of Commerce. Set up a package deal with them to obtain many flyers about the things to do, and create a personalized folder for your visitors. Before mailing it out, include information about specific areas of town you specialize in or that may be of interest to your potential client.

From personal experience, I've found the relocation packet to include information about the city, restaurants, parks, events, shopping, schools, and attractions. Too many times, the packets I've received don't include all of these, nor do they include the pertinent information I originally requested. This leads me to believe that person I requested it from is 1. Unprofessional and 2. Not reading through the entire request and thereby making me feel like a number. I never work with these people.

I've also found in my personal experience that some people and companies take the relocation packet so seriously that they include my personal email or request form along with the folder. On one side of the folder is information about the city and everything mentioned in the above paragraph. The other side of the folder is information I specifically requested with a personalized letter from the sender. This will include median home prices in specific neighborhoods, comp sheets, even pictures!

Then there are three areas within the packet of information where I can find the contact information. The first is on the front of the folder. Sometimes it is a personalized printed folder, sometimes it is a sticker printed out and put on the folder, and sometimes it is a business card paper clipped to the front. The second area is within the folder. On one of the folder pockets there usually is a sticker or a business card. The third area is tucked into the folder. A personalized letter welcoming me to the area, encouraging me to contact them with any questions, and going over specifics I requested that they might not be able to show me with brochures or pictures.

Contact your local visitor's bureau as they may have all of the information digitized that can make it even speedier to get the information to your new client. Once you have sent out the information either digitally or through snail-mail, stay in touch! Let them know you imagine they are doing a lot of research online (especially if they've never been to the city they are relocating to!) and recommend a few helpful sites.