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THE POWER OF SIMPLE WORDS

G'day there

"There is more than a verbal tie between the words common, community, and communication.... Try the experiment of communicating, with fullness and accuracy, some experience to another, especially if it be somewhat complicated, and you will find your own attitude toward your experience changing." - John Dewey

I read with great interest an article in today's (Thursday 28th June) *Australian Financial Review* on page 59, written by Jill Margo and entitled "Doctors do the right thing in making that final visit".

In short, it dealt with the fact that very few doctors take the time, trouble and/or effort to attend patients' funerals, and this then led onto the subject of, once again, how few doctors also take the time, effort and trouble to write a few words to the bereaved families.

As I thought about that it struck me just how powerful either gesture is and that, in turn, led me to wonder just how many, or conversely how few, real estate agents take the trouble to hand write, yes *hand write* a short note to their vendors following a successful sale.

We, as marketers of real estate, are involved essentially in what I call "the people business" and contrary to what many believe, the property is merely a conduit by which two human beings are connected with the experience being deemed for better or worse on just how it is handled.

Therefore it seems to me that whatever actions we do take (and we should take many to develop that all-important ingredient of **TRUST**) should show the vendor that we have actually made some effort to do it.

And that is where the hand written note wins every time.

As I mention often in our *FAA From Signup to Sale* course, the power of the hand written word is enormous, be it expressed through the little note you leave the vendor at the conclusion of the Open House, the "With Compliments" slip you use when mailing information to buyers, or the note to the vendor at the conclusion of the sale.

Maybe after all, it is really a case of "going back to the future" and ensuring that you put "people" and "personal" back into your marketing strategy.

Carpe diem

Tony

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