

TECH TALES

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Targeting Your Real Estate Market

Bob had a wonderful service. He fixed PCs; what a great business to be in today.

He hung up his own shingle after 20 years in hi-tech businesses. Bob had worked with many types of businesses and prided himself in knowing them well: banking, education, retail, and healthcare. He knew he could help anyone. The problem was that he never got any momentum with his business. He would get a call from one type business; do a great job for them, and then move on to the next call that came in. Although at times he would get a referral, customers seemed to forget him once their problem was solved.

Now Carol started the same type business. But she only focused on a small niche market – her neighborhood. Although she knew she could fix anyone's PC, she decided to focus on her subdivision of 400 homes. She advertised in the subdivision's newsletter. She attended all the functions with her business cards. She placed flyers with a discount on everyone's

door. Within about 6 months, she was THE PC person. She proved she understood the needs of home computers, the virus issues and newest spy wear problems that the kids were encountering. She was responsive and everybody "knew where she lived" if they had a customer support problem. Maybe she could have made more money if she advertised in the larger newspapers, or in the yellow pages, but then she's be competing with every other PC support person out there. She found her niche and was quite successful there.

Whatever your business, it always pays to define your niche. Whether you are in PC repair or Real Estate, define your customer profile as specifically as you can. Focusing your real estate sales efforts in one area of town or one population segment may seem limiting, but you will develop the expertise to earn the business. Know the MLS data well, know when people moved in, when their family grew, when they became empty-nesters, that's how you can target your prospecting calls. Talk to the owner of the neighborhood's empty lot and see

when they might consider selling it. Or become that specialist, just for one corporation's relocation services. It's an easy way to develop a great reputation for success. Write articles on your "niche", go to gatherings to talk about that specific area. Although many people *could* do that, your name will come up as the *expert* that *should* do it.

Remember to be successful in any endeavor; you have to have **Relationship, Relevance, and Rigor**. You will find inexpensive and fun ways to develop the ongoing **relationships** with your targeted customer segment. You will have **relevance** with them since you will understand their issues, their priorities and goals, a specific customer profile. You will find the focused **rigor** to pursue your prospects in a simple, straightforward way, by being with your customers and targeting their needs very specifically instead of spinning your wheels.

Conquer your customer segment with relationships, relevance and rigor. No one says you can't add another niche later! Good selling.

USERS GROUP MEETING

NOVEMBER 11, 2004
1:30pm

Ascot Technologies, Inc.

109A Kilmayne Drive
Cary, North Carolina

RSVP
acook@

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Wireless Words—Made Simple!

WiFi, Bluetooth

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LifeStyle Enhancement Technologies for the Home

By Joe Gelm

joegelm@gelmnet.com

Come join us for an informational gathering. Bring your questions .

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Come see what's new in Ascot RE!

Now you can keep lists of homes for your customers and even email a listing!