

Keith Myers

To: Keith Myers
Subject: RE: This is awesome. Look at my question, then...

You're absolutely right, Keith — the direct mail world has fundamentally shifted. What once worked to dominate a geographic farm (postcards, newsletters, "just listed/sold" letters) now feels invisible because homeowners are bombarded daily with similar noise. The key today is not *frequency* of mail, but *omnipresence across multiple channels* and *authentic familiarity*.

Below is a complete framework for **becoming the top-of-mind local expert** and building an *attraction-based model* in your farm — one that doesn't rely solely on snail mail, but turns you and Kris into the "default choice" in Granada Hills and beyond.



1. Build Omnipresence Through Multi-Channel Farming

Goal: Be "everywhere they look" — online, offline, and in their conversations. When people *feel* like they see you everywhere, it builds subconscious trust.

The Modern Marketing Mix (for real estate farms):

- **Mail (keep, but evolve it):** Instead of static postcards, send *story-driven* mailers (e.g. "How we helped the Smiths unlock \$285K in equity and downsize to Simi Valley"). Include QR codes linking to 60-second videos or interactive market reports.
 - **Social Media Farming:**
 - Run **hyper-local Facebook and Instagram ads** targeting your 2,000-home area. Rotate between "market snapshot," "just sold," "community tips," and "Meet the Myers" videos.
 - Use **Nextdoor Sponsored Posts** — they outperform postcards because they're native and trusted.
 - **Video Content:**
 - Launch a consistent "*Myers Minute*" or "*Granada Hills Market Pulse*" — authentic, 60–90 second vertical videos explaining local trends or community happenings.
 - Post on Reels, YouTube Shorts, and Nextdoor Video.
 - **Google & YouTube Ads:** Run "in-market seller" retargeting campaigns to follow up everyone who visits your site or watches your videos.
 - **Local SEO:** Optimize Google Business Profiles for "Granada Hills Real Estate Agent," "Top Realtor Near Me," etc. Update weekly with photos, sold listings, and short posts — it's free traffic gold.
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2. Lead With Value, Not "We're the Best"

You said it perfectly before — agents shouldn't feature-sell. They should **problem-solve**.

The modern seller's pain points:

- “I don’t know when’s the right time to sell.”
- “I want to downsize but can’t find where to go next.”
- “I don’t want to leave money on the table.”
- “I’m worried about repairs, staging, or moving logistics.”

Your attraction message:

“We help long-time homeowners unlock their equity and move with confidence — even if they’re not ready to list yet.”

Every video, post, email, or event should echo that promise.



3. Create a “Local Expert Ecosystem”

This is how you shift from postcard marketer to *community authority*.

Tactics:

- **Neighborhood YouTube Series:** “Inside Granada Hills” — highlight local people, small businesses, school events, and hidden gems.
 - **Quarterly Community Events:** Continue your shredding truck, add a “Moving Made Simple” workshop, or co-host with local retirement planners, designers, and movers.
 - **Private Homeowner Group:** Launch a Facebook or email newsletter exclusively for “Granada Hills Homeowners.” Share hyper-local data and Q&As — NOT listings. You become their go-to for insight, not spam.
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4. Combine Retargeting + Remarketing for Dominance

You can now digitally “follow” the same people you mail to:

1. **Upload your farm’s address list** into Meta and Google Ads as a *Custom Audience*.
2. Every homeowner who receives your postcard also sees your video online — building familiarity.
3. Use remarketing to re-serve your videos, listings, and testimonials automatically over time.

This “print + pixel” integration is the 2025 replacement for traditional farming.



5. Build Trust Through Proof & Personalization

Homeowners are skeptical — data and storytelling crush resistance.

- **Use Visual Proof:** Before/after staging shots, pricing strategy case studies, “sold for \$86K over asking” success stories.
- **Add Kris’s Touch:** “Staged by Kris Myers — designed to help your home sell for more.”
- **Leverage Reviews:** Use short video testimonials on mailers, Reels, and even your email signature.
- **Show Data with Context:** “Granada Hills homes are selling 21% faster when staged. Here’s why.”

6. Automate Nurture & Stay Top of Mind

Most agents stop after 1–2 contacts. You’ll *own* the mindshare if you keep nurturing.

- **Email Newsletter (monthly):** Local stats + lifestyle + design tip from Kris.
- **Text & Retargeting Follow-up:** When someone watches 50%+ of your video, they enter an automated “Thinking of Selling?” sequence.
- **AI-driven Remarketing:** Tools like FollowUpBoss + Meta can automatically remarket to site visitors with testimonial or listing ads.

7. Your Brand Message = “Results + Heart + Local”

When your mailers, videos, events, and ads all carry this through-line, you shift from postcard marketer to *local legend*.

Example positioning line:

“Keith & Kris Myers — unlocking Granada Hills home equity, one story at a time.”

The New Real Estate Farm Formula

Channel	Strategy	Goal
Direct Mail	Story mailers + QR to video	Recognition
Facebook/IG Ads	Geo-targeted seller awareness	Familiarity
YouTube Shorts	“Granada Hills Market Minute”	Authority
Google My Business	Weekly updates + reviews	Trust
Events/Workshops	Shredding, downsizing seminars	Connection
Newsletter	Data + design tips	Nurture
Retargeting Ads	Following your audience online	Omnipresence

If you’d like, I can build you a **step-by-step 90-da**

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