

# REAL ESTATE AGENT OUTREACH

## *Information Toolkit*



FITNESS

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### CAMPAIGN OVERVIEW

Real Estate Agent outreach is targeted at reaching new members of your local community who might be searching for a gym.

We have crafted a 'Welcome to the Neighbourhood' flyer, complete with a 7-day pass.

Clubs select 3-4 local real estate agents to build relationships with and enquire whether they can include these flyers in any welcome packs for new homeowners or renters in the area.

This approach will require consistency, utilising those 3-4 initial agents for an entire year to increase results.

This outreach activity will require building relationships and offering real estate staff complimentary day passes. It's a simple yet effective way to expand our community reach and drive new members of the community through your club doors.

### CAMPAIGN OBJECTIVES

- Increase brand awareness in the local community.
- Drive new memberships from residents in the neighbourhood.
- Establish partnerships with local real estate agents.

### CAMPAIGN PERIOD

The landing page is switched on permanently for clubs to run lead generation at any time throughout the year.

It is recommended that clubs execute this campaign on a quarterly basis, replenishing promotional materials each quarter to guarantee real estate agents maintain an ample supply. Additionally, regular check-ins are encouraged to assess the campaign's progress and effectiveness.

Creative for the 'Welcome to the Neighbourhood' flyer is now available on Canva [here](#).



DL Flyer

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### COMMUNICATIONS TIPS

Compile a comprehensive list of local real estate agents and initiate contact through a personalised phone call. During the conversation, articulate Fernwood's mission, highlight the unique aspects of your club, and emphasise the value of incorporating our flyer into their welcome packs.

Coordinate a meeting with the agent to personally deliver the flyers for inclusion in their welcome packs.

Follow-Up Communication Strategy:

- Devise a systematic plan for consistent communication with agents, aiming for quarterly check-ins and replenishments of flyers.
- In instances where it is observed that the flyers are not being utilised effectively, inquire about their experience. If challenges persist, consider exploring opportunities with other agents who may demonstrate greater enthusiasm for this promotional initiative.

### SALES TIPS

#### Selling the concept to Real Estate Agents:

WIFM (What's in it for me): Let the agents know that you understand that moving into a new area can be hard for people and you want to help this process by:

1. Inviting them in for class (educate them on where their local female only fitness club is)
2. Helping burn off stress (moving is stressful and a workout will help)
3. Connecting them to community (build relationships quickly)

#### Selling to the Prospect:

How to Convert the Trial Pass at POS:

1. Call any leads immediately when they come through to book a club tour (see scripts in the sales manual)
2. Welcome them to the area. Ask where they have moved from and how they are settling in.

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“Hi this is Amanda from FERNWOOD FITNESS (SUBURB). I’m just calling to activate your guest pass. Welcome to the area.

Where have you moved from?

And are you local now?

Have you been to a health club before?

Are you currently exercising at the moment?

What are your health and fitness priorities currently?

When would you like to achieve this by?

Would you like to book your class or just come in for a club tour?

For your class, would you like a stronger class or more gentle?

What days and times suit you best?

We have \_\_\_\_\_ and \_\_\_\_\_ which would you prefer?

I just need you to come in 30 minutes before your class to show you around and complete a health check. Can you be here by \_\_\_\_\_

Great, I’ll see you on \_\_\_\_\_ at \_\_\_\_\_ o’clock.”

**No:** “Can I book you a time next week or perhaps the weekend might be better?

Thanks for your time and hope to see you in the future soon, Bye”

3. Avoid sending any enquiry information or timetables as this will make it almost impossible to get them on the phone or to book a tour (as the tour is where the information is usually given out and rapport built)
4. Use the GTKY form and ask deeper more specific questions about their goals
5. Get the specific goal and deadline they want to achieve their goals by
6. Show them the services and how they will benefit from using them
7. Conduct a price presentation and give them a ‘today only’ offer

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8. “The most popular memberships are the Focus and the Flourish membership. Focus is a small 12 months at \$\_\_\_\_ a week and Flourish is our 18 month loyalty rate of \$\_\_\_\_ a week. Both have an onboarding fee of \$209 which is what we spoke about on the gym floor. If you get started today, your joining fee will be reduced to \$\_\_\_\_ and we will design your individual program to get you the results you want. Which option suits you best?”
9. If they are sitting on the fence and want a night to discuss with their husband, book an appointment for the next day when they will get started on their full service membership or activate their trial pass.
10. Remember leads should not be able to access multiple offers so they need to pick the trial or the joining special on the day not have both offers.
11. If someone is on a trial but does not join at point of sale, use the follow up system in the manual to ensure they are receiving regular service calls and close them out before their expiry date with an additional offer, it may not be as good as the first offer, but still create urgency by using their expiry date of their trial pass as a deadline.
12. Selling points:
  - Connection to community
  - Meeting friends
  - Fitness goals