



## REM 101 Activity 3 Community Yard Sale

### Community Yard Sale

This is an easy, inexpensive way to get to know the residents in your farm and provide a valuable service for them. This can be done twice a year and will quickly make you the neighborhood's preferred Realtor.

- Create flyers and or postcards to be mailed or hand delivered to every resident in the neighborhood
- Create a Facebook Event and invite every member of your page and group. In addition, invite all of you Facebook Friends
- Share on Instagram, Twitter, and create a YouTube video inviting everyone to attend.
- Instruct residents to register their house with you if they are participating. If your town charges a fee, collect that fee as part of the registration. Tell them they will be added to the community map.
  - **VERY IMPORTANT** – collect the residents Name, Phone Number, and Email address and then add it to your CRM. You just got a new lead!
- Create Yard Signs saying “Community Name” Community Yard Sale This Saturday 8am to 2pm Add your phone number and website. Post signs at every entrance of the neighborhood the Sunday before the event
- Advertise the yard sale everywhere including Craigslist. Post flyers at local businesses.
- Create a map with your business card on top and mentioning you as the organizer. Place a mark on each house that has registered.
- Order 1,000 business cards.
- The day of the event, distribute maps to the participating houses so they can share them with customers. Walk the event greeting everyone while handing them a map and your business card.