

# “Everything you need to increase sales!”



## REMAX PREFERRED REALTY

### Q&A WITH DEB KOUTOULAS

Real Estate Agent for Remax Preferred Realty in Windsor, ON

#### KEY CHALLENGES:

##### WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

We had been using a different cruise certificate company for a couple years as a marketing tool when they went under. We were left stranded with lots of customers who were coming back to us saying that they weren't able to take their cruise. Luckily one of our colleagues at Remax told us to call Odenza. We made some inquiries, noticed you guys had been in business a long time, and did promotions not only with realtors but also large companies and corporations. We bought some certificates to replace the old ones for customers and have been using your certificates ever since.

#### IMPLEMENTATION:

##### HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We advertise the cruise giveaway on both of our websites and we have a long-running ad on Channel 9 that runs our ads twice an hour, 24 hours a day, 7 days a week. The ad says that if you buy or sell your home through us, you will get a Cruise for 2. It's driven tons of traffic to our website and we are way up high on Google rankings. We get tons of calls and we always emphasize that it's not a gimmick, not a prize draw, but that every person who buys a home or sells a home through us gets a cruise. We have a tier system as well so for the lower end priced homes, we give away the basic cruise, and for the higher end priced homes, we give away the Exclusive Escapes package, so they can choose between the Cruise, Vegas, or 7 Night Resort Stay package. Our market is inexpensive. Homes generally go for 50-60k. Sometimes we will also include a Visa gift card towards the taxes and fees. We also have newspaper ads with our website big and bold and it says "come visit us to find out about our cruise giveaway." We now even have plates on our real estate "For Sale" signs that says "Buy this home, get a cruise!" For anyone who gives us a referral, both the person who referred the client and the client who buys or sells through us get a cruise.

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## RESULTS:

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

Absolutely! The results were fantastic. We receive several calls from other agents who want to know where we are sourcing the cruise incentives from. As a marketing tool to drive traffic to our website, it works great. It also encourages the buyer to come to us directly instead of through their agent as they will get a cruise that way. We use it a multitude of ways, so it accomplishes a multitude of objectives.

## BENEFITS:

DID YOU FEEL THAT BY RUNNING THIS VACATION PROMOTION IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

In a company of 135 agents, we finished in the top 20. This is what sets us apart. There is only one other agent who uses the cruises and we gave him your info because he was also using Cruise Centre Direct before and he was also left stranded. We are known in the city as “the cruise couple.” People are so used to seeing us on TV. We also have oversized business cards that say “Free Cruise for 2” on the top and the back of the card has a picture of a cruise ship and information on the cruise offer.

## SATISFACTION RATING:

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR VACATION CERTIFICATES OVERALL ON A SCALE OF 1-10 AND WHY?

9/10

## REFERRAL:

WOULD YOU RECOMMEND ODENZA’S TRAVEL INCENTIVES TO SOMEONE ELSE?

We already have, but not to other realtors in our marketplace, because we don’t want to lose our competitive edge.