

“Everything you need to increase sales!”



SUTTON REALTY GROUP

“Our customers have been declaring their complete appreciation for Odenza’s vacation rewards!”

– Austin Gangur, Sutton Real Estate Agent –

PROFILE

Sutton was founded in 1983 and subsequently altered the course of an entire industry on the principle that real estate was driven by highly personalized relationships between them and their customers.

KEY CHALLENGES

- Find an effective incentive to generate referrals in the Greater Vancouver Area
- Maintain client networks and continued business development between agents and potential buyers during economic and real estate market slowdown
- Provide meaningful gifts for buyers to offset higher-priced multi-level condominiums, town homes and luxury homes in the Greater Vancouver Area

IMPLEMENTATION

- Odenza’s Stay & Play incentive proved extremely effective for retention and referral programs
- Suitable as add-on value or as closing tool
- Odenza’s complimentary marketing and advertising materials – referral cards, posters, web banners, direct mail design and high resolution images for real estate marketing publications

RESULTS

Odenza’s incentives brought back consumer buying confidence during a slow housing market, and proved to be an effective tool to facilitate closing ratios for Sutton. The vacation rewards provided Austin with a unique competitive edge within the Greater Vancouver region.

SATISFACTION RATING: 9/10

“I recommend Odenza to all my clients but never to my competitors because that’s my competitive edge!”

– Austin Gangur, Sutton Real Estate Agent –



Odenza®

www.odenza.com

CALL US TODAY! 1-866-883-2968