

Greater Inwood Partnership Realtor Education Program

Building positive relationships and making your neighborhood stand out by contacting realtors to ensure that they have accurate information as it relates to your neighborhood and the community at large.

Goals of program:

- Provide Realtors with accurate information
- Build positive relationships with realtors
- Learn what realtors think about your neighborhood
- Show that there is an active HOA/CIA board
- Make your neighborhood stand out

When to contact a Realtor:

- When an agent lists a property
- When an agent visits your neighborhood
- When a home sells
- When an agent looks for business

Items to include when you contact Realtors:

- Anything that you consider to be a selling feature of your neighborhood & community
- Website address if you have one
- Links to any articles that might have appeared in the paper, etc.
- The Greater Inwood Partnership website www.GreaterInwoodPartnership.org

Things to keep in mind:

- Treat all feedback as good feedback even if you don't like it
- Don't take any response personally & always maintain a professional tone
- Show realtors that we are a strong community and that we partner with other subdivisions and organizations
- Refer to the Greater Inwood Partnership website to show Realtors that we are a strong community

Running the program:

- Each neighborhood should recruit one person to run program (should have good computer skills)
- Refer to www.har.com to track home sells and listings in your neighborhood & find out who the Realtors are
- Realtor emails can usually be found by going to their website (ex: Prudential)
- Go back and pull the last two years of selling in your neighborhood and make contact with those Realtors
- Should also go to all open houses in neighborhood and personally meet Realtors
- Time commitment is minimal. Once started it should take less than an hour a week
- Call Ollie 832-524-7283 or email ollieperry@gmail.com if you need any help getting started

When to contact a Realtor (Sample email letters):

When an agent lists a property:

I see you just listed unit 225 in the Forrest Lake Townhome community. I'm not sure how familiar you are with Forrest Lake but I'm sure you can tell that we're unique. The Board of Directors (all elected by home owners) places emphasis on security, the enhancement of property values and the provision of a quiet and pleasing environment for all residents. Forrest Lake is currently 92% OWNER occupied and has always consisted of mostly homeowners. Attached please find a Realtor Information Packet. Our website www.ForrestLake.com should also provide answers to most questions but please feel free to contact me any time. Below, I've included links to a couple of news articles that appeared about Forrest Lake.

There are a lot of exciting things happening in the area. To learn more about our area neighborhoods please visit www.GreaterInwoodPartnership.org

When to contact a Realtor (Sample email letters cont.):

When an agent visits your community:

Thanks for your visit to Forrest Lake. One of our security guards gave me your business card. I'm not sure how familiar you are with Forrest Lake but I'm sure you can tell that we're unique. The Board of Directors (all elected by home owners) places emphasis on security, the enhancement of property values and the provision of a quiet and pleasing environment for all residents. Forrest Lake is currently 92% OWNER occupied and has always consisted of mostly homeowners. Our website www.ForrestLake.com should provide answers to most questions but please feel free to contact me any time. Below, I've included links to a couple of news articles that appeared about Forrest Lake.

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When a house sells:

I see that you recently closed on unit 75 in the Forrest Lake Townhome community. We are in the process of developing a closing survey to be sent to both the listing and buyer's agent after the close of each sale. Please let me know if there is anything that you think the board should be aware of as it relates to getting information for closing, etc. Forrest Lake is self managed so any feedback we can get is much appreciated.

I know you specialize in "inner loop" properties but please keep us in mind in the future. The Board of Directors (all elected by home owners) places emphasis on security, the enhancement of property values and the provision of a quiet and pleasing environment for all residents. Forrest Lake is currently 92% OWNER occupied and has always consisted of mostly homeowners. Our website www.ForrestLake.com should provide answers to most questions but please feel free to contact me any time.

Also, I don't know how familiar you are with our area but there are a lot of exciting things happening. To learn more about our area neighborhoods please visit www.GreaterInwoodPartnership.org.

When an agent looks for business:

Hello Jane,

I received your card in the mail today in reference to your recent home sell in Forrest Lake. Thanks for your interest in our community. I think I've sent you information before but thought I would follow-up just to be sure. The Board of Directors (all elected by home owners) places emphasis on security, the enhancement of property values and the provision of a quiet and pleasing environment for all residents. Forrest Lake is currently 92% OWNER occupied and has always consisted of mostly homeowners. Our website www.ForrestLake.com should provide answers to most questions but please feel free to contact me any time.

Also, Forrest Lake is a member of the Greater Inwood Partnership. You can visit their website at www.GreaterInwoodPartnership.org to learn more about the areas neighborhoods and to see the type of community building work that Greater Inwood Partnership is responsible for. There are a lot of exciting things happening in our area and it's great to see Realtors like you take an interest.

Thanks,
Ollie Perry
www.ForrestLake.com