

Fusedlogic Inc. Recommends:

Details Plus: A New Buzz Generator for REALTORS®

**Fruit baskets are perishable, everyone hands out calendars, fridge magnets
and has a website...**

**This article will discuss a new way for REALTORS® to generate valuable
word-of mouth advertising.**

Fusedlogic has identified a simple, effective and unique solution.

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Overview

New agents are coming into the market at a staggering rate...

Why? President Carolyn Pratt of the Edmonton Real Estate Board predicts that housing prices will increase one to two percent per month for an annual increase of 15% in 2007.¹

If the Real Estate market in the Greater Edmonton area is expected to continue to be very strong in 2007; should REALTORS® even be concerned about identifying a creative marketing solution despite the increase in competition?

Conclusion: The effect of a strong housing market and record profits in the local housing industry means competition among REALTORS® will *continue to rise*.



Despite the market conditions, the more experienced and savvy agent will continue to search for new creative ways to increase customer loyalty, word-of-mouth advertising and overall customer satisfaction. This marketing consistency will provide a strong foundation for continued prosperity even if the market shifts.

Business Challenge

Market separation generated by a fresh solution.

REALTORS® should strive to identify a solution which preferably contains the following recommended traits.

The solution should be:

- Credible
- Meaningful to customers
- Cost-effective
- Unique
- Easily replicated

¹ "Above average price increases expected in 2007," EREB Press Release 07/01/10

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A business reality further complicates this challenge however. Already successful REALTORS®, in order to maintain sales and to ensure financial goals are met may be forced to make decisions daily based on which task(s) will bring the highest financial return. **The cause is often driven by a lack of available time.**

Typically this means the little extras that ensure clients are living through an *amazing* home buying or selling experience are no longer feasible. Fusedlogic has a unique perspective and research to suggest that the Details Plus solution could directly impact the results of the busiest Real Estate professional.²

Solution Description

Fusedlogic suggests that household and lifestyle management can become a Real Estate Agent's new tactical marketing advantage.

Details Plus Lifestyle Management is capable of providing an AMAZING impact to the REALTOR'S® client household. Their sole purpose is to create "AH-HA" moments that reduce stress and save time while reducing frustration.

In fact, they're Mandate is to create **1000 "AH-HA" moments in 2007.**

- Details Plus owner Laura Mitchell suggests they will accomplish this goal "by providing their customized services with the intention of being AMAZING whenever possible and with every client."

Reducing the stress levels of busy career oriented professionals, business owners and families is a very valuable objective; it's easy to see why REALTORS® would want to align with this highly unique service. As is already the case with an Edmonton area **Realty Executives** office.

Despite this being their inaugural year, the team at Details Plus has considerable experience in managing households and maintaining lifestyles on the clients' behalf. This provides Details Plus clients with peace of mind and a high level of trust and credibility.

- REALTORS® can literally increase the amount of time a family has to spend with each other in their new home.

² Details Plus developed its service approach with guidance from Fusedlogic inc. and is deploying these strategies daily. The results of which continue to be positive business outcomes accompanied by growing brand notoriety.

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Details Plus can pick-up a bottle of wine, the drycleaning, shop for groceries, prepare a meal, and turn down the beds after having cleaned the house...it would be natural to suggest that clients will tell a story about how their REALTOR® provided such a wonderful and completely unexpected gift.

“Unexpected” and “appreciated” means “AMAZING BUZZ” for a REALTORS® business!

Fusedlogic recommends REALTORS® contemplate how to integrate this exciting new set of services into their marketing and daily operations.

Time Consuming Task	Service Offered
House Sitting	YES
Meal Preparation	YES
Grocery Shopping	YES
Light Laundry	YES
House Cleaning	YES
Errands	YES
Event Planning	YES

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Solution Benefits

Positive word-of-mouth advertising and **increased client loyalty** for REALTORS®; Details Plus Lifestyle Management is a unique competitive advantage.

Additional benefits:

- **A single source** for several different important services, Details Plus can expand the reach and capabilities of any Realty office.
- **Reducing stress levels** will positively impact a client's emotional state, creating a lasting experience they will want to share.
- **More business development time**, not only for the REALTOR® but for their clients as well.
- **More family time**. More opportunity to generate cherished family memories rather than doing the laundry or vacuuming.
- **Current marketing tactics** often have little *emotional impact* on potential or existing clients, by utilizing Details Plus as a value-added service early in the relationship a REALTOR® can establish client rapport more effectively.
- **Cost-effectiveness** is critical and Details Plus allows the serious business owner to engage easily and repeatedly.
- **Increased credibility** is crucial for any service based business, once clients have experienced the combination of services from the Realty office and that of Details Plus, overall credibility will dramatically increase.
- **Co-marketing** is also possible should clients continue to use Details Plus, they can ensure that the REALTOR'S® client is reminded of who introduced them to the service through friendly marketing collaboration.

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Summary

Marketing done well is a critical component of any business success story. However, Fusedlogic counsels business clients that in order for marketing to be amazingly successful and lasting, businesses should look to impact emotional states whenever possible in order to hold the attention of an existing or new prospective client.

We believe the Details Plus Lifestyle Management suite of services has the potential to accomplish this for the Real Estate industry in many different ways.

We further believe that one of the most powerful outcomes from this business alliance with Details Plus will be a series of stories based on high value “customer experiences” that clients will not be able to keep quiet; thus increasing word-of-mouth advertising or “buzz” for those REALTORS® who utilize this marketing tactic effectively.

The result is positive for all concerned, the REALTOR® and their client as well as for Details Plus Lifestyle Management.

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About Fusedlogic

Our Company-at-a-Glance:

Mandate Amazing: **1 Million lives changed by our Mandate Amazing program by 2011.**

Fusedlogic is developing methodologies and strategies that will allow it to provide services to the above client volume while maintaining the required standard of AMAZING service.

Headquarters:
Sherwood Park, Alberta, Canada

Founded:
In the year 2000 by Walter Schwabe

Core Purpose:

Our purpose and focus is on delivering AMAZING business advice that drives results. Our mentoring programs accomplish this by transferring our unique insights, strategic thinking and implementation knowledge and processes to our clients for their benefit.

Our Competitive Advantages:

- We save our clients time, money and frustration.
- We create innovative programs designed to improve the “customer experience” such as “Mandate Amazing”. A unique mentoring program designed to dramatically improve client revenue streams through enhanced marketing strategies and tactics.
- “Amazing You!” A unique mentoring program focused on enhancing your business-mind, increasing performance and results.

Core Service Areas:

Mentoring Programs:

- Customer Experiences - how to be AMAZING.
- Brand Performance – global micro-branding.
- Communication Training – clear and powerful.
- Sales and Marketing – skill enhancement.
- Strategic and Tactical Planning - vision with clarity of purpose.
- “Crazy Thoughts” - business think-tanks to inspire creativity for market disruption.

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For the latest information about our product and services please see the following resources:

Additional Sites

<http://www.fusedlogic.com>

<http://www.fusedlogic.blogspot.com/>

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