



Challenge

With more than 1.6 million licensed real estate agents in the United States, RE/MAX Realtor Ed Brittingham wanted to find a personalized and differentiated way to create touchpoints with clients during the home-buying process.

Find an efficient and streamlined tool to make it easier to connect with potential clients and partners without the restrictions of physical business cards or expensive mailings.

Searching for a more scalable technology and customer data base than what was currently offered in the market.

CardSnacks Use Case

Deployed CardSnacks at a RE/MAX real estate convention to connect with other agents on out-of-state referrals.

Created buyer-specific cards which included links to listings, as well as information about the property that was toured.

Created a custom calendar for everyone in his networks to create automated touchpoints around milestones like birthdays and anniversaries, staying top of mind for future business and referrals.

Results



>50% open rate from other agents at the convention
Has seen 100% open rate and higher levels of engagement with buyer-specific cards



Increased personal brand as well as branding of RE/MAX



Received high praise for the thoughtfulness of sending cards to clients from colleagues



Ed Brittingham is a RE/MAX REALTOR® in Sterling Heights, Michigan, serving the Detroit Metropolitan area. Ed is a long-time resident of Sterling Heights, and he has a deep understanding of the local market. He is also a member of the National Association of Realtors, the Michigan Realtors Association, and the Greater Metropolitan Association of Realtors. He has earned the following specialized credentials for REALTORS® awarded by The National Association of REALTORS® and its affiliated Institutes, Societies, and Councils: Accredited Buyer's Representative, Seller Representative Specialist, and Seniors Real Estate Specialist, and also holds the following certifications: Pricing Strategy Advisor, Real Estate Negotiation Expert, Home Finance Resource, & Short Sales and Foreclosure Resource.

"Real estate is a people business. If you want to be successful, you need to go out of your way to connect with people and stay top of mind. CardSnacks has made it easy to schedule and send out cards to my sphere of influence for birthdays, anniversaries and holidays and as a thank you to buyers and sellers after a meeting or listing appointment. I've found it provides a memorable touchpoint." -Ed Brittingham