

Candy Bar Campaign – Realtor Marketing

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This is a 6 – 7-week campaign that will set the Loan Officer up for multiple visits to realtors. This is perfect for meeting new Realtors as this campaign is set up to start conversations. It can be used to re-visit old relationships, too.

Each week, the LO will visit the same realtors to pass out the “candy bar of the week” with its catchy saying. This is cute, a touch cheesy, and fun! It will start conversations, if you let it!

The LO will want to order from Sam’s Club or Amazon cases of candy bars as that is the most cost-effective way to do this.

The candy bars used as noted below are:

Payday
Crunch
100 Grand
Snickers
Kit Kat
Reese’s

Other sayings and other candy bars can always be incorporated into this. The next step is to prepare the candy bars. The design can be put into Canva and sizing of the design can be adjusted according to the LO’s preferences. Some will keep the saying the length of the candy bar and use double sided tape to fasten to the candy bar. Others have made this more of a business card size and used a hole punch to run ribbon through it and a business card to tie to the candy bar. I have also seen table tents use. The saying is put on a cardstock slightly about the size of a 3x5 card and fold in half to make a standing sign that is positioned over the candy bar on a desk or table. Either way, make sure you include your business card.

If you want to go for a sugar free option, try Smart Pop (Just popping in to say hi!) or use the zero sugar Reese’s or Lily’s brand candy bars that use Stevia instead of sugar. You will pay a bit more for the sugar free version, so use those when you know you have a Realtor that is diabetic or strict no sugar.



We want you to have larger paydays! We can help.... let’s talk further about this! Call me to set up a time we can get together.



Tired of reaching Crunch time and feeling like you are the only one “Crunching”? When you work with us, you will meet those deadlines!



100 Grand is a worthy goal! Let me help you reach it with consistent closings!



Please don't Snicker! I think we would make a great team. Let's close loans!



Thank you for the team work to get the deal done! Let's take a very small break and get ready to do it again!



There are a million "Reese's" to work with us! Let's talk!