

You'll Bring a Parade of Business to Your Door!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**You'll Bring a Parade of Business to Your Door!**

**By Dr. Letitia S. Wright, D.C.**

You'll Bring a Parade of Business to Your Door! by Dr. Letitia S. Wright, D.C.

You'll Bring a Parade of Business to Your Door!

By Dr. Letitia S. Wright, D.C.

Copyright 2005

Parades happen in every big city and many small towns. They are fun, relaxing and most people are there because they really want to be. Parades are a wonderful marketing tool if you know what to do! I recommend being a part of your local town parades. For most local home towns, it only takes a convertible and some decorations. The biggest parade in my home town is the Rose Parade because I grew up in Pasadena. There are not too many locals in that parade, but the little know Doo-Dah Parade is FULL of locals and locals watching it. When people like a particular float or group, they throw soft tortillas at them. Most local parades are covered by the local cable company. As you pass by the announcers will give your information on television. If you are in the parade, you can increase your face-name recognition. If you judge the parade, you name and business will be announced to the crowd. Parades allow you to give out promotional items to the crowd. Parades also allow you to show off contest winners. If your business held a contest, get a convertible and the contest winners and get into the parade! Most parades are very low cost or free to participate in. I love a parade because it can also get you interviews by local television, magazine and radio stations. Find out what is going on in your town. You usually have to sign up about 2 months in advance but if you just heard about something at the last minute, try and get in. I have seen people get into parades the morning of the sign up. But early sign up means, everyone will have your name and number. Publicity means being creative! Parades allow you to promote your business or website and support the community at the same time.

Dr. Letitia S. Wright, D.C. is a Stevie Award Finalist for 2004 and the host of The Wright Place™ TV Show. She interviews top entrepreneurs to find out the best current strategies. To Subscribe to the newsletter and get the report Five Fast Ways to Get on TV go to [www.wrightplacetv.com](http://www.wrightplacetv.com)

**The Power Of A Home Parade**

## You'll Bring a Parade of Business to Your Door!

**By Henry Clark**

Parade of homes happens for two reasons: to flaunt beautiful homes then urge people to buy those beautiful homes. Such a parade is a big event across America. Hawaii holds its "BIA Parade of Homes" annually. New Mexico has its "Homes of Enchantment Parade." Other states have their own grand counterparts.

These parades exhibit the new constructed homes in town and if you want to coax people to buy your property, then spot them in one.

Here are more reasons and facts you should know why local parade homes gives real estate leads:

1. Parade of Homes attracts the curious.

Those who want to know what are the latest luxury homes troop to these local parades. Be on the lookout for these people because you might urge them to be more than curious. A little tap and chitchat might enable them to consider buying a home.

2. Parade of Homes provides a vision and a dream.

The local parade is a gathering of people who are dreaming to snag their dream property. As a real estate agent, use this to your advantage. Let your prospects know that their dream is in your hands. Entice them. Charm them. The parade, which displays the latest in architectural design, will surely catch the buyers' fancy.

3. Parade of Homes also gives you an idea for competition.

Your company will compete side by side with other real estate and development companies. This enables you to gauge their capacities, strengths and even shortcomings. You can then work on your company's attributes and exert more effort for real estate leads to come your way.

4. Parade of Homes allows networking.

The parade is not only for the subcontractors and developers, but also for those in the interior design, landscape and pool business. Get to know them. Establish a connection. Once you do, word that you have what it takes to build that dream house will travel faster.

5. Parade of Homes attracts multiple buyers.

If the parade has higher value per lot, then more buyers will flock to size up the homes and get themselves one. Be sure you are always on the lookout for these people who have already made up their minds that they are going to buy, by hook or by crook.

A local parade does so much to real estate agents. The real estate leads are everywhere, you just have to know where to find them.

You'll Bring a Parade of Business to Your Door!

Discover How To Generate Real Estate Leads Like A Pro

<http://www.free-online-course.com/realestateleads>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**