



QUARTERLY BRAND MARKETING GUIDE

Your guide to becoming the dominant agent in your area.



MAIL THIS

Tear Off BC - Market Shift - Home Estimate QR Code - Tick Tock

Help your clients understand the current real estate market and the urgency that exists for them to still capture the most equity they can from selling their homes now. These **POSTCARDS** are perfect for mailing to your farm, handing them out at open houses, and including them in your listing presentation folders!



POST THIS

Social Share: 4th of July

Begin sharing real estate **SOCIAL MEDIA TEMPLATES** and captions throughout July. We make it easy to stay top of mind online.



EMAIL THIS

Is it a Housing Bubble? See Current Market Stats!

Help your clients understand our **CURRENT REAL ESTATE MARKET** and why now is a fantastic time for them to list and sell their homes with you. This article shares vital stats you can share in social media posts, emails, newsletters, and in person.



MAIL THIS

Agent Announcement_Summer 01

Become known as the expert in your farm with our new real estate agent **ANNOUNCEMENT POSTCARD**. Stand apart from your competition with high-quality and impactful direct mail marketing. Begin growing your business today!



POST THIS

Social Share Graphic: National Back to School Month

Begin sharing real estate **SOCIAL MEDIA TEMPLATES** and captions throughout August. We make it easy to stay top of mind online.



EMAIL THIS

Free Real Estate Moving Tips Checklist and Email Template

Beyond your regular marketing cadence, make sure you're sending your farm tips, insights, and personalized information for their current situation that they'll find valuable. We've got **MOVING TIPS** they'll greatly appreciate, making your marketing as easy as copying and pasting during this phase of the listing process.



MAIL THIS

EDDM - Build Your Brand Bright Side Referrals

Take advantage of asking your clients and friends for referrals to continue growing our business. **EVERY DOOR DIRECT MAIL (EDDM)** is a cost-effective mailing solution for geographical farming. Select from various brand-building postcards and then use our innovative EDM® mapping tool to choose your carrier routes.



POST THIS

Home Staging Tips To Increase Property Values

Share 3 **HOME STAGING TIPS** online to increase property values and help your listings sell faster. We also share great ways to include your client in the process!



EMAIL THIS

Free Blog Post: Prepping Your Home for Sale

When your clients are ready to sell their home, doing a little preparation beforehand can potentially help them sell quicker and for a higher price. Here is a **FREE EMAIL AND BLOG POST** template for you to begin sharing today!



CELEBRATE CLOSINGS

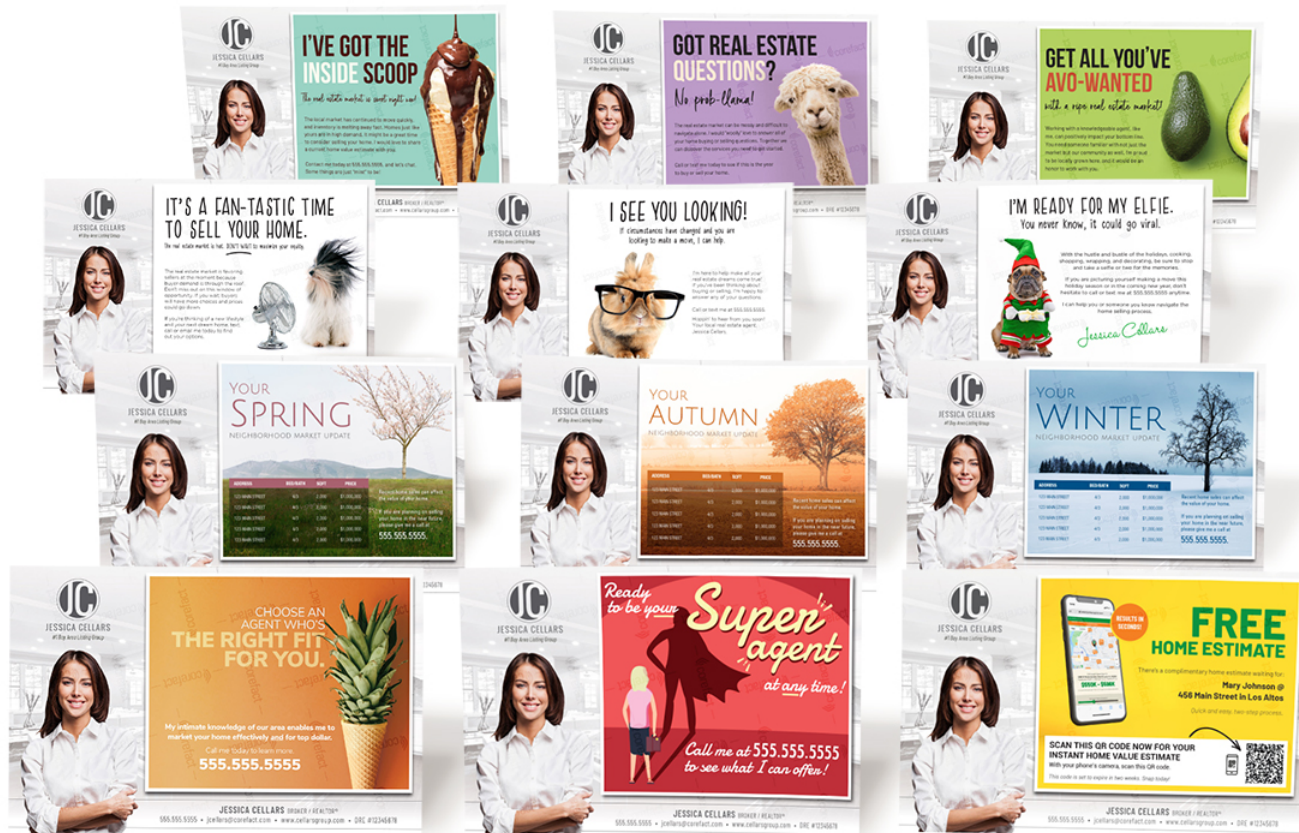
Moving Announcements

This is a perfect **CLOSING GIFT** to give clients! Help new homeowners announce their big move to friends and family. Choose from several designs and color palettes and customize your text. Show clients this is more than another transaction to you—you care about them on a personal level.



Ready To Automate Your Entire Year Of Marketing?

THIRD QUARTER BRAND
MARKETING GUIDE



GET STARTED WITH COREFACT ELITE, THE NUMBER ONE AUTOMATED REAL ESTATE FARMING SOLUTION

You can't get listings without appointments. Get on more listing appointments using Corefact Elite. QR code lead generation is on every card and can prompt potential home sellers to self-select. Schedule a free consultation with a Corefact Elite specialist today to learn how you can generate leads and build your brand with this personalized marketing program.

SCHEDULE A CALL

FOLLOW US TODAY!



www.corefact.com | 866.777.3986 | cs@corefact.com

A SHIFT IN THE MARKET: WHAT YOU SHOULD KNOW AND DO NOW

Many economists are **FORECASTING** a real estate market that's cooling off. Some indicators, when taken together, might point to the validity of the prediction. Knowing what may happen can help you better prepare yourself and your clients.



ONLINE SEASONAL MARKETING WITH SOCIAL SHARE

Use these online **SEASONAL MARKETING IDEAS** to create even more opportunities for engaging with potential buyers and sellers today!



COMMUNICATE

Tap into the **NAR HOUSING STATISTICS** for stats you can cite in your communication to your sphere or farm via social media. These include national, regional, and metro markets. Of course, you know your local market, but sometimes it's handy to have a broader view.



JOIN A FACEBOOK GROUP

Facebook Groups are a great way to access a wealth of information and see what other agents do to get listings. You can also see other issues real estate agents are facing or questions they have. You might be surprised at what other agents are willing to share, including great marketing ideas! Here are some to follow:

- **Lab Coat Agents**
- **Lead Gen Scripts and Objections**
- **Raise the Bar in Real Estate**
- **Corefact - Real Estate Marketing Secrets & Strategies**
- **What Should I Spend My Money On**
- **The Broke Agent** (*Just for laughs!*)