



QUARTERLY BRAND MARKETING GUIDE

The steps to becoming the dominant agent in your farm.

MAIL THIS

Agent Announcement Hey Neighbor QR Home Estimate

We help you break the ice with these elegant and friendly introduction postcards. 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: Buyers

Begin sharing relevant information with your social media followers to increase engagement and begin generating more leads and referrals with our **SOCIAL SHARE** platform!



EMAIL THIS

Free Spring Newsletter Content For Real Estate Farming

Here is **FREE CONTENT** for your spring real estate drip email or newsletter! Our goal is to help you remain at the forefront of your client's minds for all their real estate needs. Your clients will enjoy timely market information and fresh springtime maintenance ideas!



MAIL THIS

Q2 House Talk Newsletter

Finally, a newsletter you can easily personalize. Our **HOUSE TALK SERIES** provides you with an anchor article or you can cut and paste your own content on the front, along with two panels that can promote local events, a featured listing, or whatever you choose. The backside offers three layouts: the Home Estimate map feature and testimonials, current or sold listings, and recent comps.



POST THIS

Social Share Graphic: Buyers

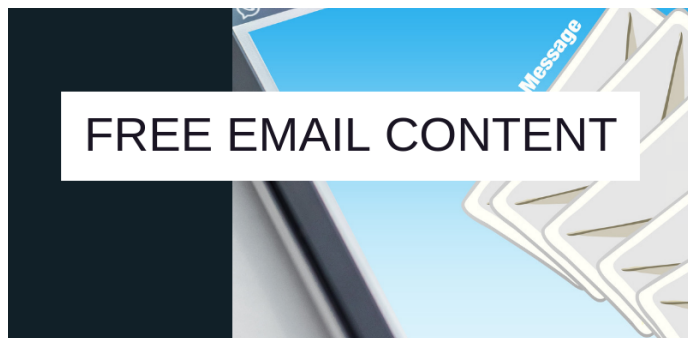
Help your social media followers reach out to you about questions they have concerning rental properties, buying or selling second homes and everything else related to real estate. Begin generating more leads and referrals with our **SOCIAL SHARE** platform!



EMAIL THIS

Free Email Series: Quarter Two Check-In

Use this **EMAIL** to check in with your farm and find out if your homeowners are thinking about selling during the current selling season.



MAIL THIS

Tear Off BC - Market Update Selling (Manual)

Generate more leads with a Market Update postcard. Having local, up-to-date real estate information can convert homeowners to home sellers, whether or not they've begun thinking about selling. A **TEAR-OFF BUSINESS CARD POSTCARD** is the perfect 2-in-1 direct mail piece to grow your brand. The perforated tear-off portion lets homeowners store your business card, so your contact information is always within reach.



POST THIS

Social Share Graphic: Tips

Guide your clients through each season with helpful home maintenance tips. Be engaging and begin generating more leads and referrals with our **SOCIAL SHARE** platform!



EMAIL THIS

How to Find Distressed Properties Plus Free Letter and Email Templates

Helping your clients through difficult life circumstances is one of the most rewarding opportunities in the real estate industry. Whether as a resource for information or substantial assistance - by helping them sell their homes. Here are a few sample **EMAIL TEMPLATES** we've created for specific life events that help you turn homeowners into sellers. All you need to do is customize, copy, paste, and then send.



BRAND YOURSELF

Agent Brochure - 8 Page

Use your **AGENT BROCHURE** as part of your listing presentation, at open houses, or in in-person meetings with new prospects. Now more than ever in this competitive market, you need to stand out in a class all your own. So now is your time to shine and show off why you are the best. Order your Agent Brochures today!



Ready To Automate Your Entire Year Of Marketing?

SECOND QUARTER BRAND
MARKETING GUIDE



Automate Your Marketing With Corefact Elite:

The Corefact Elite program gives you a professional, semi-custom automated direct mail marketing plan that keeps your brand in front of your farm all year long. We handpick a top-selling card each month and run your campaign for you, increasing brand awareness.

What are you waiting for? Schedule an appointment and start dominating your farm today!

SCHEDULE A CALL

TOP 5 ACADEMY ARTICLES

Check out the Academy articles that our Corefact customers like the best.
These five articles had the most views.

1. 7 Proven Ways to Market Your Listing to Sell

2. Spring Real Estate Business Checklist

3. Free Spring Newsletter Content For Real Estate Farming

4. Free Messages: Home Estimate Follow Up

5. Unlocking The Online Editor Potential

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.



**NATIONAL
ASSOCIATION OF
REALTORS®**

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!)