



QUARTERLY BRAND MARKETING GUIDE

Your guide to becoming the dominant agent in your area.



MAIL THIS

Bright Side Postcard Halloween - Carve Out Time

Spread laughter and cheer while generating valuable referrals with our **Bright Side postcards!** The eye-catching designs and cute characters are sure to put a smile on anyone's face.



POST THIS

Free Fall Newsletter Content For Real Estate Farming

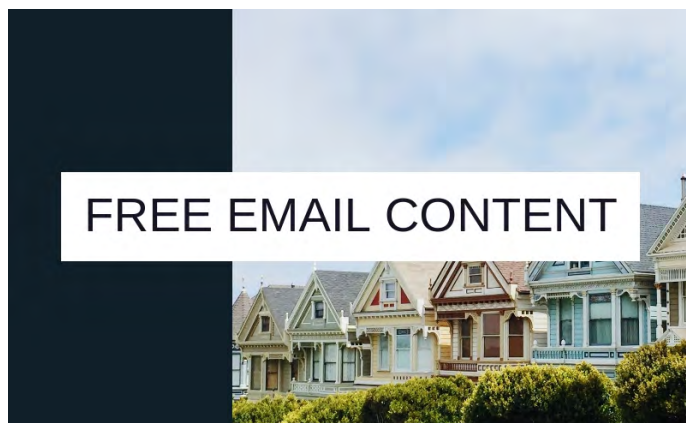
Keep your sphere of influence engaged with these **three fun articles**. Add them to your website and share them online to increase traffic to your website.



EMAIL THIS

Four Real Estate Prospecting Email Templates for Closers

Life happens, and sometimes people just need to know who they can call. Use these **free email templates** to reach people experiencing foreclosure, divorce, or trying to sell their own homes.



MAIL THIS

Seasonal Postcard Thanksgiving Basket & Seasonal Postcard With Gratitude

Your clients will appreciate your leadership and guidance. But most of all, they will admire your gratitude. So select your favorite **Thanksgiving postcard**. And don't forget we have matching **gift tags** too!



POST THIS

Thanksgiving Messages: 10 Sentiments to Write to Past Clients

Begin sharing your favorite **messages of gratitude** online. While you can also use these in emails and notecards - sharing Thanksgiving messages online is a great way to get started.



EMAIL THIS

Free Email: To Prospective Sellers

Here's a **free email template** you can use for prospective sellers in your neighborhood. Feel free to copy and paste, then personalize and send!



MAIL THIS

Bright Side Postcard Ready For My Elfie & Seasonal Postcard QR Estimate New Year

Spread a little joy this holiday season with our adorable **Bright Side Postcard** and ring in the new year by sharing **free home estimates** with your entire farm!



POST THIS

Online Seasonal Marketing With Social Share

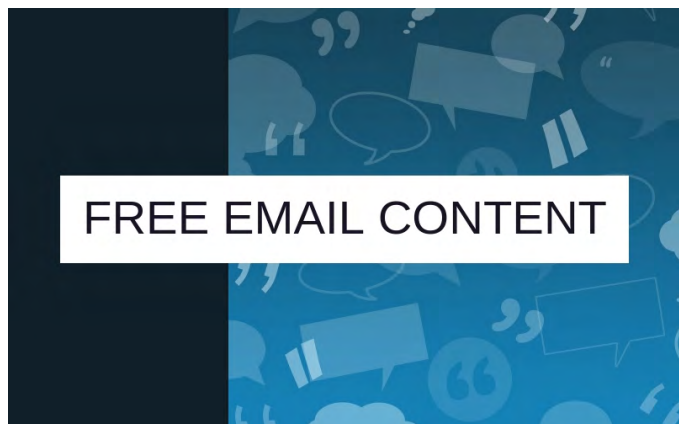
Did you know that 77% of Realtors actively use social media for real estate in some way, shape, or form? And that 47% of real estate businesses note that social media provides them with the highest quality leads versus other sources. The easiest way to begin your **online seasonal marketing** is to focus on your client's needs throughout each season.



EMAIL THIS

Free Email: Asking for Testimonials

Here's a **free email template** you can use to ask for testimonials. Feel free to copy and paste, then personalize and send!



CHRISTMAS GIFT GUIDE + HOLIDAY MESSAGES FOR HOMEOWNERS

Share our best Christmas and New Year **gift ideas** with your real estate clients! We also have 15 messages ready for you to wish a happy holiday or a happy new year to everyone on your list.



Ready To Automate Your Entire Year Of Marketing?

FOURTH 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

COREFACT OFFERS USPS INFORMED DELIVERY CAMPAIGN SERVICE

You can double your impressions with one mail piece! With nearly 70% of **Informed Delivery** subscribers opening their email daily, the chances of paying attention to your corresponding mail piece go up. Add timeliness and your mailer at the top prime location of the email into the mix, and you have a real opportunity to target customers at the beginning of their day when they are less distracted!



CREATING A FARMING STRATEGY THAT GUARANTEES SUCCESS

Farming is a strategic way to grow your brand and secure more listings. Let's jump right in and get started!



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 to see what other agents are doing to get listings. 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!)