



APRIL | MAY | JUNE 2021

Best Choice

R E A L T Y

QUARTERLY MARKETING PLAN

Success doesn't just happen. **It is planned.**

There are many simple marketing resources at your fingertips. It can be very easy to create impactful brand impressions with your farm and sphere of influence throughout your year.

As a real estate professional, you want to grow your business, and marketing plays a large role in capturing the attention of potential clients.

QUESTIONS

about custom design projects and estimates,
EDDM marketing and newsletters:

Lori Palomino | Graphic Designer

253.447.8382

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QUESTIONS

about your marketing goals, effective
results, and achieving success:

Candice Frazier | Regional Sales Manager

253.222.9923

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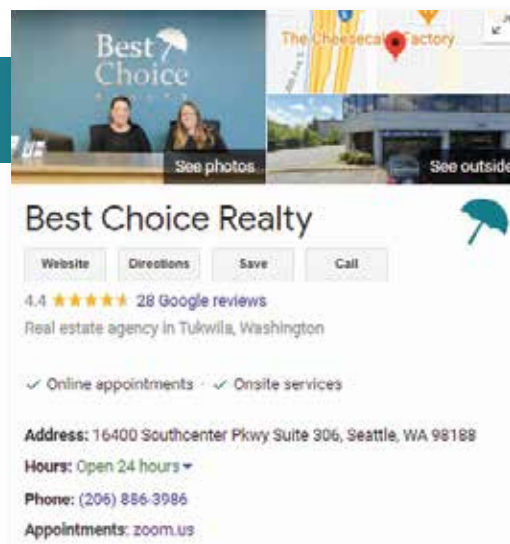
Pick one. Pick them all. It's up to you.

April - June 2021

Create a Google My Business Listing

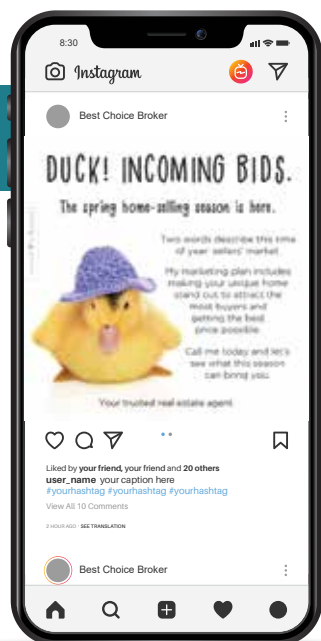
Google My Business is Google's business directory; it is essentially the same thing as Google's Yellow Pages. Your brokerage may have their own Google My Business page, but it links to their website and their contact information. You also need your own.

If you are an agent with a website, you want your business registered with Google My Business. The information in Google My Business is all about your business and its physical location. You have to have a physical location to have a GMB account. And the information is all about your business at that location.



click here to **WATCH** 

**Google My Business Listing Set Up
2021 Step By Step Tutorial**



Post to Social Media

Stay relevant. Post to social media.

Corefact has free social media posts for busy brokers that don't always want to create their own content. Just right-click and save to your computer or device. Upload, add your personal message and done!

It is that easy.



click here to COPY & SAVE

bestchoice.corefact.com

Email a Newsletter

Stay connected to friends, family and clients. They are your best connections.

Email marketing is one of the easiest and most affordable ways to market yourself. You're busy selling so,

**Let us do all the work of
creating your newsletter.**



click here to order

bestchoicerealtyhomes.com/newsletter



Send a Note Card

Handwritten cards add a special touch!

Which would make you feel more special? An email thanking you for listing your home with them, or a handwritten Note Card that you receive in the mail?

A handwritten note gets the vote every time. It's an old-fashioned way to break through the noise in today's all-tech world.

 **click here to order**



Deliver a Pop-By Gift

Pop-bys are small gifts you give to your prospects and clients to remind them of who you are. These can be small inexpensive gifts (often with a clever note) that you give to former clients when you “pop by” their house. They're a great excuse for some face-to-face interaction and for generating referral business. You can make these gifts yourself - or there are many options available for purchase. Check out these affordable custom tags, for purchase, from Etsy.

**Remind your clients
you are “their” Real Estate Broker.**

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Mail a Just Sold Postcard

Postcards are a great way to generate new business

Just sold postcards work because it gives the recipient real information about the market in their neighborhood and establishes this agent as a local expert. This might appeal to a specific type of seller who is waiting for the market to get them top dollar and has a choice on when to sell their home.

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