

JULY | AUGUST | SEPTEMBER 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

lori@bestchoicerealtywa.com

QUESTIONS

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

Candice Frazier | Regional Sales Manager

253.222.9923

candice@bestchoicerealtywa.com

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

July - September 2021

Try Subscription Sphere Marketing

FROM
YOUR
FRIENDS
RELATIONSHIP MARKETING



From Your Friends is an ongoing marketing subscription

designed to keep you in constant contact with your past customers, sphere of influence and farm list. Each month we feature a new restaurant, attraction or merchant who provides an outstanding free or discounted offer for your clients. Our award-winning design team creates a beautiful, 6x9 direct mail postcard highlighting each month's offer and we personalize, print and mail it directly to your clients as a gift from YOU - their friend in the real estate business. Your clients will keep, use and appreciate these special offers and reward you with repeat business and referrals!



click here! **MORE INFO**

Send a "Magic" Letter

Coming to the Potential Seller Relationship with a Buyer...

When mailing real estate letters to potential sellers, bringing a buyer to the table can be a strong starting position. Knowing that there's an immediate market for their home can inspire fence-sitting recipients to take the leap.



click here!

SAMPLE LETTER

Post to Social Media

Create Social Media Posts

Breakthrough Broker has free social media template for busy brokers. You can edit their FREE template and download for posting. Just personalize and post!

It is that easy.



click here!

**BREAKTHROUGH BROKER
FREE CONTENT**



click here!

HOW-TO-VIDEO

SIMPLE SOCIAL MEDIA

Best Choice
umbrella LEARNING

Learn to use Canva



Canva is an easy-to-use design platform that allows you to create a variety of graphics for your business. Canva has templates for everything from social media images to marketing brochures, flyers to business cards, presentations to web banners, and just about everything in between.

click here!



**CANVA DESIGN SCHOOL
FREE VIDEOS**

Join a BCR Broker Peer Group

RAINDR☁PS

New real estate brokers and/or those participating in mentorship

DOWNP☁UR

Real Estate Brokers who maintain over 6 transactions yearly

THUNDERST☁RM

Licensed Managing Brokers, Mentors, Brokers aspiring to be leaders

MONSO☁N

Real Estate Brokers who maintain 12+ transactions per year as a SOLO

HURRIC☁NE

Real Estate Brokers who are the Top 10%

IMPACT

Brokers who have a 501C3, want to create one, or be a part of what other agents are doing in the community

Hello Team:

It's now almost 6 months into our new groups! We have found that we are learning a lot from one another, whether it be challenges we are working through or exciting wins. What's even better, there is enough real estate that we all can be successful here at Best Choice Realty.

Please be sure to check the calendar and look out for our monthly Peer Group Meetings. We want you to be successful and we are here to support you with your goals. We know it may be different for everyone so check in to the next Peer Group and see how we are connecting and growing our businesses.

Candice Frazier
Regional Sales Manager



click here!

**BEST CHOICE REALTY
MEETING CALENDAR**