



Best Choice

R E A L T Y

JANUARY | FEBRUARY | MARCH 2022

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.

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

January - March 2022

Send a Housiversary Card to your Buyers

What is a Housiversary?

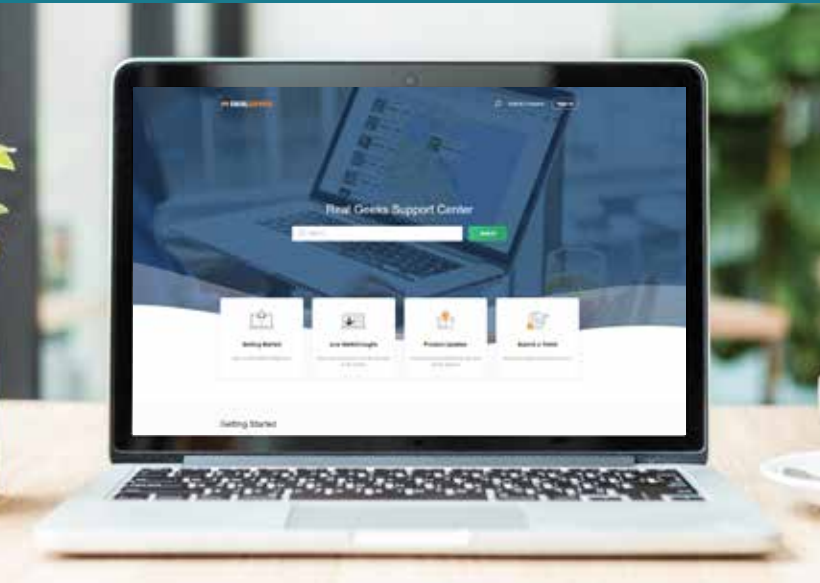
A housiversary marks the anniversary of the day you bought or moved into a new home. While many homeowners celebrate this memorable event annually, real estate agents also use the opportunity to ask for referrals.

This date is especially exciting for first time buyers as it required a large investment of both time and money. Brokers and agents can use this milestone occasion to offer encouragement and well wishes, while also reminding clients that you love referrals!

➡ click here to **ORDER**



Learn to use Real Geeks CRM



➡ click to access **SUPPORT**

What is the main purpose of a CRM?

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business.

As a realtor, you need a way to manage all of your leads in one place. A CRM, is the best way for any business to centralize contact management and streamline deal pipelines.

At BCR, we provide the free Real Geeks CRM with your landing page. It's important to learn how to utilize this valuable tool. Real Geeks has a Support Page that is filled with helpful guides and walkthroughs.

Write a Business Plan for 2022

Every agent needs a plan to succeed.

A real estate agent business plan outlines your comprehensive strategy to grow your real estate business. It outlines important milestones of your approach, identifying what your goals are and how you will achieve them.

➡ click for FREE Business Plan **TEMPLATE**



Use Instagram to promote your business

Instagram is a great marketing platform for Real Estate Brokers

As one of the fastest growing social media platforms in the world, Instagram has become an essential place for businesses to focus their marketing efforts.

In the world of real estate, Instagram is a tool that every agent and broker should have in their marketing arsenal. With over 500 million daily Instagram users, this platform can quickly become a gold mine for generating leads and building your brand.

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Join a BCR Broker Peer Group

Hello Team:

It's now almost 1 year 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.

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Regional Sales Manager

➡ click here! **MEETING CALENDAR**

