



Best Choice

R E A L T Y

JANUARY | FEBRUARY | MARCH **2023**

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.

Candice Frazier
Regional Sales Manager

253.222.9923
candice@bestchoicerealtywa.com

Lori Palomino
Marketing & Design Manager

253.447.8382
lori@bestchoicerealtywa.com

Email marketing utilizing your CRM

To kick off 2023, start with your email marketing in January. Email marketing gives you the biggest return on your time investment. Before you start generating new leads, warm up the ones you already have sitting in your customer relationship manager (CRM).

If you're not using a CRM, you should be!

At BCR you have a free RealGeeks CRM provided to you. If you need some training, contact us and we can get you started. If you're interested in a more robust CRM with more advanced capabilities, consider upgrading to Chime.

Questions?

Candice@bestchoicerealtywa.com

Brianna@bestchoicerealtywa.com



CLICK HERE
FOR MORE INFORMATION



RealGeeks

CHIME

Learn how to use Instagram Reels to get leads



Instagram Reels is a feature on Instagram where you can create fun and entertaining 15-30 second video clips that you can share on your Instagram Stories, Explore tab, and Reels tab. It is a great way to create entertaining and educational videos for your real estate business.

What should I upload?

Post a virtual house tour, tips and tricks for home buyers or home sellers, how-tos, or even a behind-the-scenes of your job. Show the personality and fun side of your brand. Be creative, keep it short, entertaining, and informative!

DOWNLOAD
HOW TO GET LEADS GUIDE



Follow the menu for real estate success

This business is hard but can be made easier if you commit to productive days.

Plan and achieve your goals!

DOWNLOAD
MENU FOR SUCCESS



Your positive action combined with positive thinking results in success. - Shiv Khara

Get personal with your followers on FB Messenger

When you consistently post to FB, you're going to get your contacts thinking about you when they think about real estate. To capture the opportunities that is generating, you need to do personal out reach via Facebook Messenger.

This is a convenient way to have a conversation with one of your contacts. Messenger gives your contacts the ability to read and respond at their leisure, and for all of these reasons, Facebook messages have a high response rate.

It can produce some amazing results.



Try using single property websites for marketing

A single property website is a real estate website that offers images, videos, tours, and information about a single real estate property - along with the real estate agent's contact information for interested buyers.

The purpose of the single property website is to fully show off a property and share plenty of details - making it a great option for charming older homes or luxury properties that may have unique or special features you want to showcase to interested buyers.



“Great tip on Rela. I just got some updated drone photos tonight and had a website built in about 30 minutes! Awesome.”

BCR Broker, Scott Connell

CLICK HERE
RELA | PROPERTY MARKETING



CHECK OUT
4041 Swiftwater Dr. Suncadia



Create a business plan for 2023 | In-Person Class



2023 Marketing & Business Planning Class

Chicago Title Lisa Schultz and Rachel Woodman

What worked for you in 2022?

Did you implement systems that will propel your business?

Are you managing your Marketing Money?

The Market has shifted and it's imperative that you have a Business Plan that will help you achieve your goals.

We will walk you through the steps that lead you to a successful 2023.

Jan. 12th | Tukwilla | 10-2

Jan. 26th | Lynnwood | 10-2