



Best Choice

R E A L T Y

JULY | AUGUST | SEPTEMBER 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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Keep up with Market Trends

**We know the market has shifted,
so how do we explain this to sellers?**

Debbie DeGrote, one of the top real estate coaches in the real estate industry recently did a webinar on this very timely topic.

**Managing Seller Expectations
in a Shifting Market**

You don't want to miss this one!

WATCH HERE!



Try Reverse Prospecting your Listing



Reverse prospecting allows you to view a list of brokers who have searched your listing and sent it to a potential buyer.

It gives you an opportunity to give these brokers more information about your active listing.

Matrix How-To Instructions

➡ click **DOWNLOAD**

Sample Reverse Prospecting Letter

➡ click **DOWNLOAD**

Mail a Just Listed or Sold Postcard

Postcards are a great way to generate new business and build brand awareness

Just listed and sold postcards work because it gives the recipient real information about the market in their neighborhood and establishes this agent as a local expert.

Let us make it easy for you!

Provide us with the MLS#, a high quality image, and your website. We will design and send your postcard to 100 homes in a radius around your listing address.

➡ click **ORDER INFO**



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

Marketing your Listing to your Email Database



Leverage your network and send an Email Flyer to announce new listings.

Send it your personal sphere, agents in your brokerage, and co-op brokers.

We can create an HTML listing flyer for you!

This professional E-Flyer shares a header image of the property, is hyperlinked to the listing and includes your personal contact information.

➡ click **ORDER INFO**

Use Social Media to Promote Listings and Production

Post listing to your business and personal platforms.

We have designed and shared BCR social media Canva templates with you to make posting your listings simple and professional.



Downloads are found in the members area of BestChoiceRealtyHomes.com.

Sign up with the invite code: **bestchoice2021**

click **DOWNLOAD**



Host an Open House

Open houses are a great way to show off your listing and generate interest from potential buyers.

There is a right and wrong way to hold open houses. Preparation and proper marketing is key!

Follow our step by step instructions to host a successful open house.

➡ click **DOWNLOAD**