



# Best Choice

## R E A L T Y

APRIL | MAY | JUNE **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

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## Get creative with your Open Houses

### Grab the attention of potential buyers for your next open house

BCR's Gina and Jessica, the Selling North Idaho team recently did an open house with a creative twist. They offered potential buyers tacos and margaritas for stopping by to view their listing. Serving food and drinks is a great way to get the conversation going with your visitors. This type of creative marketing will set you apart from your local competitors.



*Margaritas, Tacos + an...*  
**OPEN HOUSE**  
SAT. MARCH 18TH 12-3

**3576 N. CARRIAGE CT.**  
POST FALLS, ID 83854  
**\$440,500**

SELLING NORTH IDAHO  
family focused and creative  
BEST CHOICE REALTY

MLS

**DOWNLOAD**  
SUCCESSFUL OPEN HOUSE TIPS



## Learn how ChatGPT can save you time



### ChatGPT is a natural language processing tool driven by AI technology

that allows you to have human-like conversations and much more with the chatbot. The language model can answer questions and assist you with tasks like composing emails, and letters.

You can access ChatGPT simply by visiting [chat.openai.com](https://chat.openai.com) and creating an OpenAI account. Once you sign in, you can start chatting away with ChatGPT. Get your conversation started by asking a question.

**CLICK HERE**  
SIGN UP FOR FREE ACCOUNT



**CLICK HERE**  
LEARN HOW TO USE ChatGPT



## Email NWMLS FastStats to your sphere

### Quick market updates are a great way to stay connected to your real estate contacts

To find FastStats: Sign into your NWMLS account. Go to "Matrix" and click on "Stats." In the top menu bar, click on "FastStats." From there you can select the area from which you like to generate your report. Click on any county. You can view the county report or you can narrow down by zip code. Click the area and a pdf report will pop open. Download and send!



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

## Give thoughtful gifts that keep you top of mind



**One marketing technique that has lasted the test of time has been mailing clients gifts throughout the year.**

These don't have to be expensive, just something tangible. Many clients will then call to say how much they appreciate their gift. Reaching out just 4 times a year can be easily budgeted and a very effective way to let these clients know that you care for them and remember them.

BCR Sales Manager, Candice Frazier recently gifted her special clients hand delivered candles. Her successful career has been built off of her sphere and referrals.

## 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**

## Be prepared for your next opportunity

# OPEN HOUSE KIT!

Items can be purchased separately.



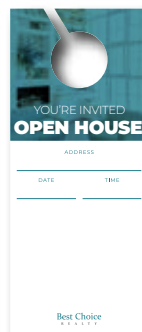
**10**  
FRONT DOOR  
SIGNS



**2**  
50 SHEET  
GUEST SURVEY  
PAD

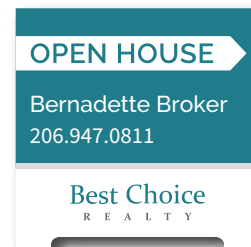
**\$550**  
plus tax  
Includes shipping

**50**  
DOOR  
HANGERS



**12**  
PERSONAL  
DIRECTIONALS

**3**  
PERSONAL  
A-BOARDS



Purchased separately: Guest Survey Pad \$8.00, 50 Door Hangers \$10, Aboards (price varies). **ORDER: Lori@bestchoicerealtywa.com**

**CLICK HERE**  
SIGN OPTIONS AND PRICING

