



# Best Choice

## R E A L T Y

JULY | AUGUST | SEPTEMBER 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.

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# BCRMarketingCenter.com Launched!

## Have you heard?

The BCR Marketing Center was launched in June.

We can now offer you branded products for marketing at your fingertips. This is a user-friendly, full service design center.

Create, download, post, print, and direct mail.

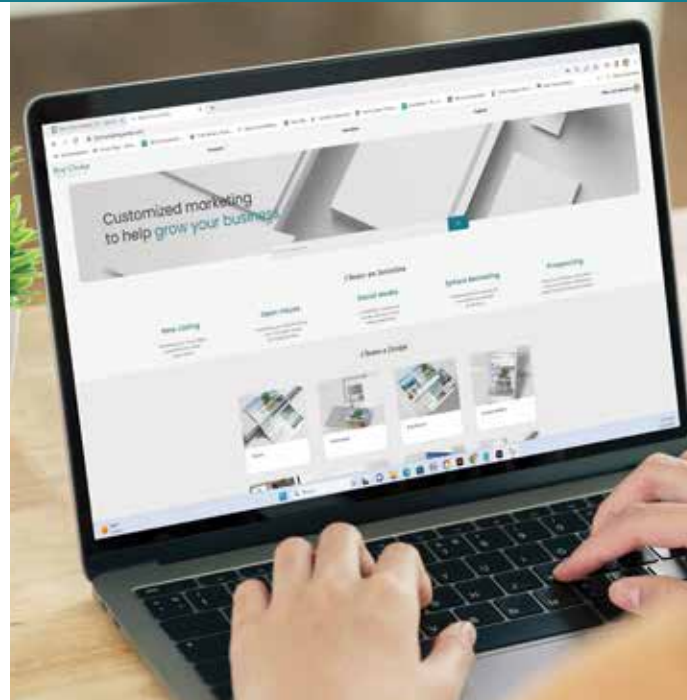
## It's marketing made easy!

**CLICK HERE**

WATCH THE INSTRUCTION VIDEO



- Flyers
- Postcards
- Brochures
- Social Media
- Showcase Website
- Presentations
- Videos
- Letters
- Newsletters
- Helpful Docs



# Market Your Next Listing in One Place!

## Flyer Design

This task is quick and easy using the MLS Lookup tool. Automatically pull your listing information and pictures with a click of a button.

Download your file to print or have the flyers printed and shipped to you. Then share and email your flyer to all of your contacts.

## Just Listed Postcards

Create your postcards and direct mail them to an existing mailing list from your title rep or use the Address Mapping tool to easily select a radius around the property.

Choose the quantity of addresses you want to mail to and complete the purchase through the site. It could not be easier.



Success is the sum of small efforts - repeated day in and day out. - Robert Collier

## Social Media

No more designing your own social media posts.  
Choose from standard posts or stories.

Showcase your new listing to your social platforms  
and followers within minutes.



## Door Hangers

Market yourself and your new listing at the same time. Go door knocking to introduce yourself to the neighbors. This is a great way to gain exposure for your property and also find potential leads from residents who may be interested in buying and selling.

Create, print and ship to yourself.

## Open House Materials

Open houses are a very important part of selling a property in the current market. They show a seller that you're putting effort into the marketing. Open houses are also a great way to generate leads.

Make sure you are advertising your open house with the MLS, social media, flyers, and door hangers.

Open houses are about observations. Make it easy for the potential buyers viewing the property by printing and providing feedback forms.



## Just Sold Postcards

Marketing your proof of production is the final step. This closes the loop. . . listing the home, door-knocking, holding an open house and the successful sale.

Post it on social media too!

Do you want more information? [Lori@bestchoicerealtywa.com](mailto:Lori@bestchoicerealtywa.com)