



# QUARTERLY BRAND MARKETING GUIDE

Your guide to becoming the dominant agent in your area.

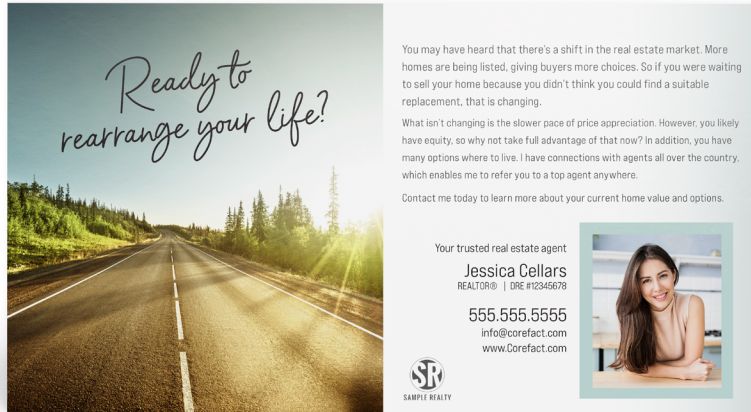




## MAIL THIS

### Market Shift - Rearrange Your Life

Most homeowners have equity but are still reluctant to move. **GIVE THEM A NUDGE** and let them know you can help them buy locally or relocate through your connections.



## POST THIS

### January Home Maintenance Tips

Here's a **SOCIAL MEDIA POST** from Social Share reminding homeowners to keep their homes in great condition. As a member of Social Share, you can schedule these maintenance tips for the whole year.

Join today!



## EMAIL THIS

### Free Spring Newsletter Content

Use this **FREE NEWSLETTER COPY** for an email or blog post. If you want something to mail, we have a **HOUSE TALK NEWSLETTER** ready for you in the Corefact store.



## MAIL THIS

### Market Shift - The Gold Standard

These new **MARKET SHIFT POSTCARDS** are what we call Acknowledge and Educate. Let homeowners know what's going on and inform them how it affects their home's value.



## POST THIS

### Happy Valentine's Day

We're passing along a **SOCIAL MEDIA GRAPHIC** from Social Share. You can customize this graphic and many more as a member of Social Share. Try it today.



## EMAIL THIS

### The Pros of Buying Versus Renting

Targeting renters during a slowing market can be an ideal way to increase your lead generation and provide more qualified buyers for your listing clients. Use this **FREE EMAIL TEMPLATE** to educate your new audience and increase their interest in buying a home!



## MAIL THIS

### St. Patrick's Day

Warm up potential sellers with this QR code Home Estimate **ST. PATRICK'S DAY POSTCARD** while you capture seller leads.



## POST THIS

### First Day of Spring

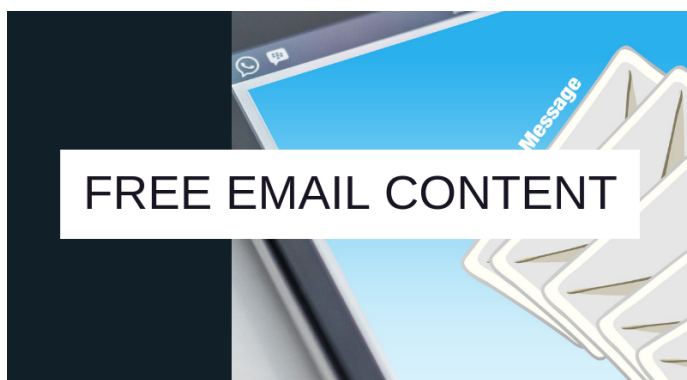
Ah, spring is in the air. **POST THIS** on March 20 to put a little spring in the steps of your social media followers. Seasonal posts like this can be scheduled way in advance through Social Share. See how it works.



## EMAIL THIS

### Spring Check-In

Use this **EMAIL** to check in with your farm or sphere of influence and find out if homeowners are thinking about selling during the spring selling season.



## PRODUCT SPOTLIGHT

### Note Card - Home Sweet Home-Iversary

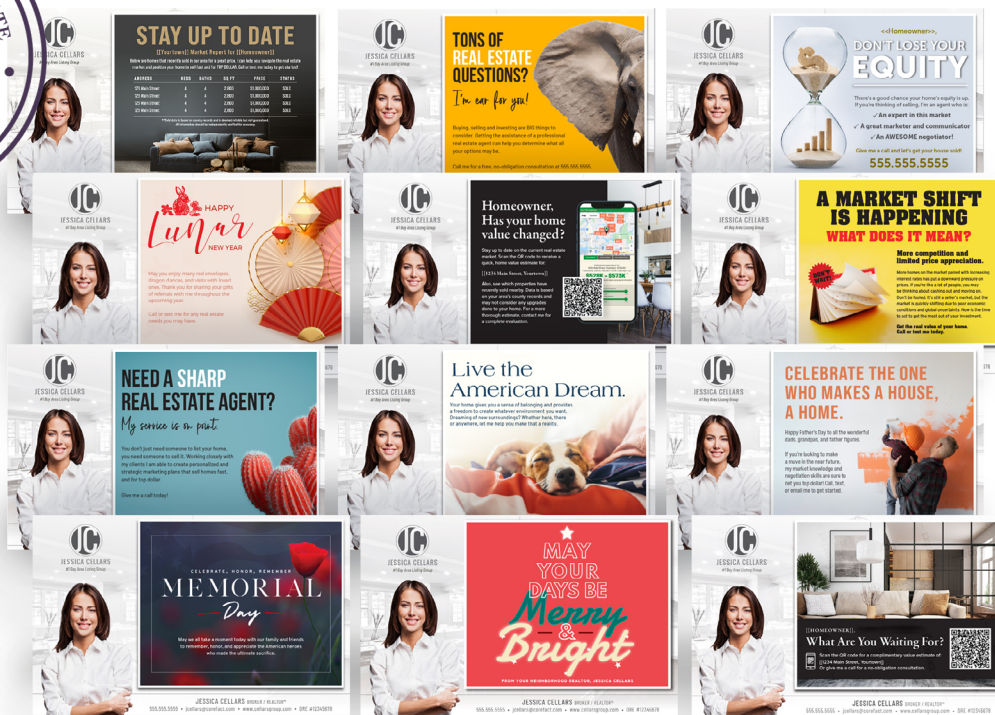
**STAY CONNECTED** with your past clients to receive referrals and grow your business.





# AUTOMATE YOUR MARKETING WITH COREFACT ELITE

FIRST QUARTER BRAND  
MARKETING GUIDE



The Corefact Elite program gives you an automated 12-month direct mail marketing plan. We run your campaign for you with monthly top-selling postcards, increasing brand awareness and generating more leads.

## WHAT ARE YOU WAITING FOR?

Schedule an appointment and start dominating your farm today!

SCHEDULE A CALL

## FREE FARMING WEBINARS

Reserve your spot at an upcoming free webinar to learn more about selecting your farm, automating direct mail marketing, and generating more listing leads!

RESERVE YOUR SPOT!

## 3 STRATEGIES TO GENERATE MORE LISTINGS:

### 1. Generate Leads:

Here are five often-forgotten ways of generating more **REAL ESTATE LEADS** for your business.



### 2. Follow-Up With Leads:

When prospects respond to your marketing offer, it is imperative that you follow up and proactively develop a relationship, whether they are a stranger or a member of your sphere of influence. Here are some **FOLLOW-UP IDEAS**.



### 3. Dominate Your Market:

Take advantage of the **NEW STRATEGIES** in this article to dominate your local market in - monthly, quarterly, and annually.



## GROW YOUR SPHERE OF INFLUENCE - JOIN A FACEBOOK GROUP

Facebook Groups are a great way to access a wealth of information and see what other agents do to get listings. You can also see other issues real estate agents face or questions they have. You might be surprised at what other agents are willing to share, including great marketing ideas! Here are some to follow:

- **Lab Coat Agents**
- **Lead Gen Scripts and Objections**
- **Raise the Bar in Real Estate**
- **Corefact - Real Estate Marketing Secrets & Strategies**
- **Inman Coast to Coast**
- **The Broke Agent** (*Just for laughs!*)