



2023 REAL ESTATE
**MARKETING
PLANNER™**

6 Months of Strategic Real Estate Marketing

Stay Organized
Stay on Track
Stay Top of Mind

 **ProspectsPLUS!**

Powered by:
The Complete BusinessBASE™ System
& Scheduled Postcard Campaigns

2023 REAL ESTATE MARKETING PLANNER™

The 2023 Real Estate Marketing Planner™ incorporates three strategic tools to facilitate your marketing success throughout the next six months; Scheduled Campaigns, the BusinessBase™, and our Contact Manager.

1. SCHEDULED CAMPAIGNS

By automating your marketing with scheduled campaigns, you ensure your marketing stays in front of your target market month after month, without having to babysit it. Setting up a scheduled campaign takes just a few minutes. Once launched you only pay for each month's mailing once it goes out. You can also cancel or change your campaign at any time up until the night prior to mailing.

We offer over 40 scheduled campaigns in categories including SOI, Farm, Just Sold, Holiday, Absentee Owner, Renters, expired, FSBO, Investors, and Recruiting.

[CLICK HERE TO SEE THEM ALL!](#)

2. CONTACT MANAGER

The Contact Manager is our complimentary CRM. It's available right on our website. It allows for enhanced functionality of your mailing lists resulting in a more robust and streamlined marketing experience for you. By tagging your mailings lists or specific individuals within lists you can easily sort and target specific segments of people with the right message at the right time, quickly and easily. It's the ultimate tool for micro-marketing with precision and ease, and it's FREE to our customers!

[CLICK HERE TO LEARN MORE!](#)

3. THE FREE BUSINESSBASE™

It has been studied that 66% of business generated by top real estate agents comes from family, friends, close acquaintances, and referrals from the first three groups. The BusinessBASE™ is an easy-to-follow system for managing your contacts through SEND/CALL/SEE activities, increasing your listings, referrals, and repeat-client transactions.

[CLICK HERE TO DOWNLOAD THE FREE BUSINESSBASE™](#)

FOLLOW THESE THREE STEPS TO START USING THE 2023 REAL ESTATE MARKETING PLANNER™:

STEP ONE: Complete the one-page 2023 Business Plan (on the next page).

STEP TWO: Download the BusinessBase™ and follow its simple steps.

STEP THREE: Turn to the current month of the Planner and follow the SEND/CALL/SEE Action Items outlined for each week.

To schedule a campaign, order postcards, or order other marketing materials defined in The Real Estate Marketing Planner™ or BusinessBASE™, go to www.Prospects.PLUS/2023 and click on the Products dropdown menu.

Please call our support team at 1-866-405-3638 if you need help with anything or have questions. We are excited to assist you in achieving marketing success.

THE REAL ESTATE MARKETING PLANNER™ Copyright ©ProspectsPLUS!, Inc. All rights reserved. No portion of the contents of this publication may be reproduced or transmitted in any form or by any means without the express written permission of ProspectsPLUS!, Inc.

This manual is designed to provide accurate and authoritative information regarding the subject matter covered. It is sold with the understanding that the author and publisher are not engaged in rendering legal, accounting, or other professional services to any person. If legal advice and/or other expert assistance is required, the service of a competent professional should be sought. From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers. 2023 Rev. A

2023 Real Estate Business Plan

1. My income goal for the next 12 months: 1. _____
2. Average commission earned per closing: 2. _____
3. Number of closings required to reach my goal:
(Divide line 1 by line 2.) 3. _____
4. Number of my sales required to close to hit my goal:
(Multiply line 3 by .25) 4. _____
5. Number of my listings required to close to hit my goal:
(Multiply line 3 by .75) 5. _____

LISTINGS ARE THE NAME OF THE GAME:

A good listing agent's income is 75% listings sold and 25% sales.

6. Average percent of listings taken by my office that close
during the listing period: 6. _____
7. Average percent of sales contracts written by me that close: 7. _____
8. Number of sales contracts needed to write in the next 12
months: (Divide line 4 by line 7.) 8. _____
9. Appointments needed to obtain one listing: 9. _____
10. Number of contacts needed to obtain one appointment: 10. _____

OBJECTIVES:

- A. Number of new listings I will obtain in the next 12 months:
(Divide line 5 by line 6.) A. _____
- B. Number of listing appointments needed annually:
(Multiply line A by line 9.) B. _____
- C. Number of listing appointments needed per month:
(Divide line B by 12.) C. _____
- D. Number of listing appointments per week:
(Divide line B by 52.) D. _____
- E. Number of contacts needed per week to reach my listing goal:
(Multiply line D by line 10.) E. _____

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A – F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G – L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M – R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients.
 CALL: SOI contacts with the last name S – Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.

Valentine's Day: Mail by January 22nd

Presidents Day: Mail by January 31st

OBSERVED HOLIDAYS

January 1st
New Year's Day

January 16th
Martin Luther King

January 22ND
Chinese New Year

ALSO THIS MONTH

Blood Donor Month
Soup Month

FUN ACTIVITIES LIST

Use these fun "SEE" activities to interact with your Sphere of Influence this month.

January 4th
Trivia Day

January 12th
Pharmacist Day

January 19th
Popcorn Day

January 23rd
Pie Day

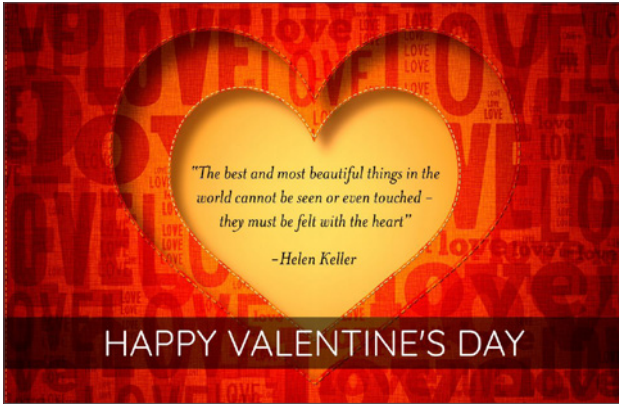
January 27th
Chocolate Cake Day

MARKET DOMINATORSM EXCLUSIVE



CLICK HERE TO LEARN MORE!

WEEK ONE: Sphere of Influence
Valentine's Day Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Holiday, SOI, Family, Friends, Past Clients, VIP, Neighbor

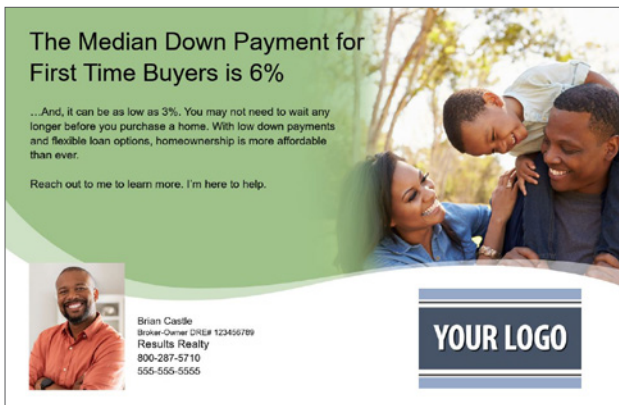
WEEK TWO: Geographic Farm
Looking for Listings Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Farm, Seller, Buyer, Home 7+ Years, Neighbor, Fence Sitter 9+ Years

WEEK THREE: Niche Market
First Time Buyers Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Buyer, Renter, Renter \$80+

WEEK FOUR: Customer Appreciation
Customer Appreciation Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Client, Past Client

FEBRUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

FEBRUARY ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A - F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G - L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M - R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients.
 CALL: SOI contacts with the last name S - Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.
Daylight Saving Time Begins: Mail by February 18th
St Patrick's Day: Mail by February 26th
Spring Begins: Mail by February 26th

OBSERVED HOLIDAYS

February 2nd
Groundhog Day

February 14th
Valentine's Day

February 20th
President's Day

February 21st
Mardi Gras Carnival

ALSO THIS MONTH

American Heart Month
Black History Month

FUN ACTIVITIES LIST

Use these fun "SEE" activities to interact with your Sphere of Influence this month.

February 2nd
Tater Tot Day

February 4th
Thank a Mail Carrier Day

February 8th
Boy Scout Day

February 12th
Lincoln's Birthday

February 17th
Random Acts of Kindness Day

February 26th
National Pistachio Day


MARKET DOMINATORSM EXCLUSIVE



[CLICK HERE TO LEARN MORE!](#)

WEEK ONE: Sphere of Influence

Content Cards | 5½" x 11" - Panoramic Size



3 TIPS
FOR STAGING YOUR HOME TO SELL

1. GET RID OF THE GRIME
Surface mold in bathrooms is a "buyer beware" sign. Mix a spray bottle with equal parts water and bleach, apply it to problem areas, and watch the mold disappear.

2. GO NEUTRAL
When selling, the master bedroom should appeal to buyers of both sexes. Anything too gender specific should go. Paint the walls a neutral color, and add complimentary bedding.

3. BRIGHTEN UP
Not only do well-lit rooms look larger, but they also look more inviting. Before a showing, make sure to turn all of your lights on, especially ones you can see from the street. Buyers will feel that glowing welcome as soon as they drive up.

Call or text me today to learn more staging tips for getting your home sold FAST.




CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

SOI, Family, Friends, Past Clients, VIP, Neighbor

WEEK TWO: Geographic Farm

Just Sold Follow-Up Postcards | 8½" x 5½" - Jumbo Size



I Recently Sold a Home in Your Area and am Looking For More Homes to Sell

The number one task you have as a home seller, to ensure you get the top price for your home, is to hire an agent with experience selling homes in your area. I am your neighborhood specialist, and I have experience achieving top dollar selling homes for clients in your area. I would love to help ensure you get the most money for your home in the least amount of time. Please reach out to me for a Free Pre-Listing Review, where we can discuss the best options for your family.

CALL ME FOR A FREE PRE-LISTING REVIEW
800-287-5710

YOUR LOGO
Results Realty

David Fuller
Broker/Owner 2014-2018
800-287-5710
555-555-5555

If you're thinking of selling, there may be no better time than now. Reach out to me. I'm here to expertly guide you toward making the right decision for your family.



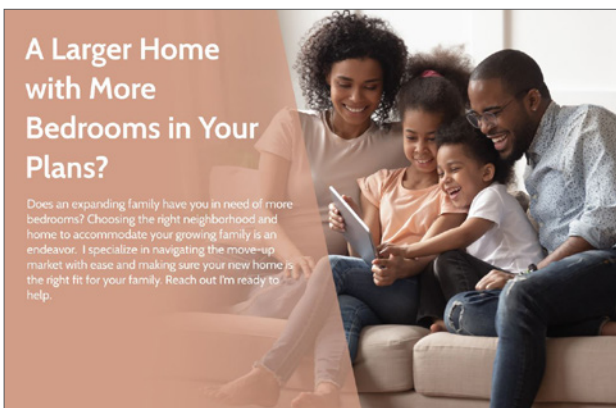
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Farm, Seller, Home 7+ Years, Neighbor, Fence Sitter 9+ Years

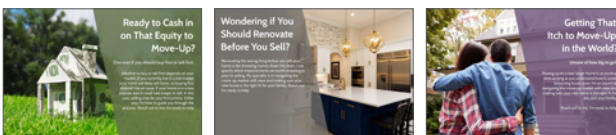
WEEK THREE: Niche Market

Move-Up Market Postcards | 8½" x 5½" - Jumbo Size



A Larger Home with More Bedrooms in Your Plans?

Does an expanding family have you in need of more bedrooms? Choosing the right neighborhood and home to accommodate your growing family is an endeavor. I specialize in navigating the move-up market with ease and making sure your new home is the right fit for your family. Reach out I'm ready to help.



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

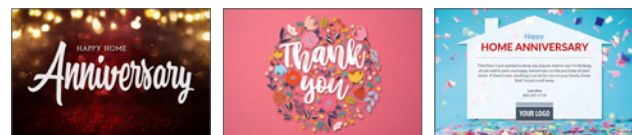
Buyer, Seller, Move-Up Market

WEEK FOUR: Customer Appreciation

Customer Appreciation Postcards | 8½" x 5½" - Jumbo Size



THANK YOU



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Past Client

MARCH

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MARCH ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A - F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G - L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M - R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients
 CALL: SOI contacts with the last name S - Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.
Easter: Mail by March 16th
Earth Day: Mail by March 31st

OBSERVED HOLIDAYS
 March 12th
 Daylight Savings Time begins

March 17th
 St. Patrick's Day

ALSO THIS MONTH
 Women's History Month
 Nutrition Month
 Peanut Month

FUN ACTIVITIES LIST
 Use these fun "SEE" activities to interact with your Sphere of Influence this month.

March 3rd
 World Hearing Day

March 6th
 Dentist's Day

March 12th
 Girl Scouts Day

March 28th
 Respect Your Cat Day

March 30th
 Doctors' Day

MARKET DOMINATORSM EXCLUSIVE

[CLICK HERE TO LEARN MORE!](#)

WEEK ONE: Sphere of Influence

Comfort Food Recipes | 8½" x 5½" - Jumbo Size

Grandma's Favorite Comfort Foods

BEAUTIFUL BELGIAN WAFFLES

- 2 cups cake flour
- 2 tsp baking powder
- 1/2 tsp salt
- 4 large eggs, separated
- 2 tbsp sugar
- 1/2 tsp vanilla extract
- 4 tbsp butter, melted

- 2 cups milk
- non-stick cooking spray



Preheat waffle iron. Sift together flour, baking powder and salt in a medium bowl. In a second bowl, use a wooden spoon to beat the egg yolks and sugar until sugar is completely dissolved and eggs have turned a pale yellow. Add vanilla extract, melted butter and milk to eggs, and whisk to combine. Whisk together contents of both bowls until blended. In a third bowl, beat the egg whites with an electric mixer about 1 minute, until soft peaks form. Gently fold egg whites into waffle batter. Do not over-mix! Coat waffle iron with non-stick cooking spray, and pour enough batter onto iron to cover waffle grid. Close and cook until golden brown, about 2 to 3 minutes. Top with fresh berries and whipped cream!

Grandma's Favorite Comfort Foods



Grandma's Favorite Comfort Foods



Grandma's Favorite Comfort Foods



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Holiday, SOI, Family, Friends, Past Clients, VIP, Neighbor

WEEK TWO: Geographic Farm

Neighborhood Update Postcards | 8½" x 5½" - Jumbo Size



NEIGHBORHOOD UPDATE

Here's a look at what's happening in your neighborhood! Want to learn how much your house is worth in today's market? Give me a call today! **Cell: (941) 723-2400**

Sally Agent REALTOR® DRE#123456
International Real Estate

YOUR LOGO

Listed Properties	Beds	Baths	Square Ft.	Price
7390 West Main Avenue	4	4	2,200	\$699,000
438 Shub Farm Street	4	3	1,950	\$670,000
8347 Miller St.	3	3	1,125	\$500,500

Sold Properties	Beds	Baths	Square Ft.	Price
7878 South Cedarwood Court	3	2	1,200	\$625,000
341 N. Grandrose Dr.	4	3	2,125	\$500,000
8804 Illinois Ave.	4	4	3,125	\$879,500
590 Fordham Street	3	3	1,950	\$800,000
339 Theatre Avenue	4	4	2,950	\$1,600,000

NEIGHBORHOOD UPDATE



NEIGHBORHOOD UPDATE



NEIGHBORHOOD UPDATE



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Farm, Seller, Buyer, Home 7+ Years, Neighbor, Fence Sitter 9+ Years


WEEK THREE: Niche Market

Empty Nester Postcards | 8½" x 5½" - Jumbo Size


IS IT TIME FOR A NEW CHAPTER?

With the kids gone and work responsibilities changing, right now may be the perfect time to begin a new chapter in a new home. If this sounds like you give me a call today, I'll help you get the best price for your house and find the perfect new home to start your next chapter. Call or text me today. I'm here to help.


Sally Agent
Broker-Owner DRE# 123456789
Results Realty
800-287-5710
555-555-5555




READY TO MAKE SOME NEW MEMORIES?



WANT MORE TIME FOR PLAY?



RETIRED SOON?




CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Buyer, Seller, Empty Nester, Baby Boomer

WEEK FOUR: Customer Appreciation

Birthday Postcards | 8½" x 5½" - Jumbo Size



Happy Birthday



HAPPY BIRTHDAY

Wishing you all the best today and throughout the coming year!

Hope you have a PAWesome Birthday!



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Client, Past Client

APRIL

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

APRIL ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A - F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G - L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M - R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients.
 CALL: SOI contacts with the last name S - Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.
Mother's Day: Mail by April 15th

OBSERVED HOLIDAYS

April 1st
April Fools Day

April 7th
World Health Day

April 9th
Easter

April 15th
Tax Day

April 22nd
Earth Day

ALSO THIS MONTH
Humor Month

FUN ACTIVITIES LIST

Use these fun "SEE" activities to interact with your Sphere of Influence this month.

April 2nd
Children's Book Day

April 6th
Caramel Popcorn Day

April 11th
Barbershop Quartet Day

April 13th
Scrabble Day

April 16th
Librarian Day

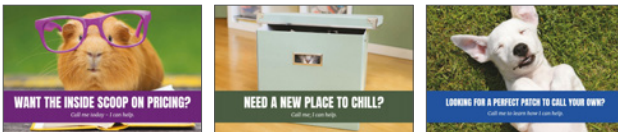
April 22nd
Jelly Bean Day

MARKET DOMINATORSM EXCLUSIVE



[CLICK HERE TO LEARN MORE!](#)

WEEK ONE: Sphere of Influence
Animal Series II Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Holiday, SOI, Family, Friends, Past Clients, VIP, Neighbor

WEEK TWO: Geographic Farm
Fence Sitters - Buyers Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Farm, Seller, Buyer, Home 7+ Years, Fence Sitter 9+ Years

WEEK THREE: Niche Market
Expired 27 Series Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Seller, Expired

WEEK FOUR: Customer Referral
Get More Referrals Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Client, Past Client

MAY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MAY ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A - F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G - L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M - R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients.
 CALL: SOI contacts with the last name S - Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.
Memorial Day: Mail by May 9th
Flag Day: Mail by May 24th
Father's Day: Mail by May 30th
Summer Begins: Mail by May 31st

OBSERVED HOLIDAYS

May 14th
 Mother's Day

May 29th
 Memorial Day

ALSO THIS MONTH

Women's Health Week (14th-20th)
 Barbecue Month

FUN ACTIVITIES LIST

Use these fun "SEE" activities to interact with your Sphere of Influence this month.

May 2nd
 Teachers' Day

May 4th
 Star Wars Day

May 5th
 Hoagie Day

May 6th
 Nurses Day

May 10th
 Receptionist Day

May 15th
 Chocolate Chip Day

MARKET DOMINATORSM EXCLUSIVE

[CLICK HERE TO LEARN MORE!](#)

WEEK ONE: Sphere of Influence
Agent Definition Postcards | 8½" x 5½" - Jumbo Size

at-tentive
adjective
paying close attention to something or someone

Focused and committed is the way I enter every new real estate transaction with my clients. Mindful of your needs, with rigorous attention to detail is how I remain until the time of closing. If you need support with a real estate transaction, reach out to me. I'm here for you.

Lucy Warren
Broker-Owner DRE# 123456789
Results Realty
800-287-5710
555-555-5555

ded-i-cat-ed
I am a professional and I take my job seriously. I will do whatever it takes to get the job done. I am committed to my clients and I will go above and beyond to make sure they are satisfied.

hon-est
I am a professional and I take my job seriously. I will do whatever it takes to get the job done. I am committed to my clients and I will go above and beyond to make sure they are satisfied.

in-formed
I am a professional and I take my job seriously. I will do whatever it takes to get the job done. I am committed to my clients and I will go above and beyond to make sure they are satisfied.

CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Holiday, SOI, Family, Friends, Past Clients, VIP, Neighbor

WEEK TWO: Geographic Farm
Call to Action Postcards | 8½" x 5½" - Jumbo Size

Marilyn Harris
Broker-Owner DRE# 123456789
800-287-5710
555-555-5555

FREE FIRST TIME HOME BUYER CONSULTATION

YOUR LOGO
Results Realty

Unsure if you're ready to enter the home buying market? I specialize in helping first time home buyers navigate the market with ease. Reach out to me for a Free First Time Buyer Consultation.

Call me today. No cost, no obligation, just answers!

FREE HOME MARKET ANALYSIS
I will provide you with a detailed report on the current market conditions in your area. This report will help you understand the value of your property and the best time to sell.

FREE COMPARATIVE MARKET ANALYSIS
I will provide you with a detailed report on the current market conditions in your area. This report will help you understand the value of your property and the best time to sell.

FREE REAL ESTATE CONSULTATION
I will provide you with a detailed report on the current market conditions in your area. This report will help you understand the value of your property and the best time to sell.

CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Farm, Seller, Buyer, Home 7+ Years, Fence Sitter 9+ Years

WEEK THREE: Niche Market
Absentee Owners II Postcards | 8½" x 5½" - Jumbo Size

STRUGGLING TO MANAGE A PROPERTY TOO FAR FROM HOME?

When to let that **BURDEN** go

A suitable rental property should be near your home and easy to manage, with low overall maintenance costs. If the distance is making managing your rental property more costly and time-consuming than it's worth, it may be time to sell.

Inventory shortages continue, forcing buyers to compete for properties. Take advantage of this unique time to list your property and cash in on your investment.

Reach out to me. I'm ready to help.

Sally Agent
Broker-Owner DRE# 123456789
800-287-5710
555-555-5555

Call today for more information!

YOUR LOGO
Results Realty

MAINTENANCE COSTS EATING INTO YOUR CASH FLOW?
It's time to cash in on your investment and start fresh.

THE MARKET IS EAGER FOR YOUR INVENTORY
If you're thinking of selling, there's no better time.

READY TO GO FROM CASH POOR TO CASH POSITIVE?
There is HUGE DEMAND for cash buyers right now.

CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Seller, Expired

WEEK FOUR: Customer Appreciation
Customer Appreciation Postcards | 8½" x 5½" - Jumbo Size

HAPPY ANNIVERSARY

Where does the time go? I just wanted to drop you a quick note to say I'm thinking of you and to wish you happy anniversary on the sale of your home. If there's ever anything I can do for you or your family, know that I'm just a call away.

Marilyn Harris
800-287-5710

YOUR LOGO
Results Realty

THINKING OF YOU
I'm thinking of you and wanted to reach out to you. I hope you're doing well and happy.

Thank You

THANK YOU
A THANK YOU AS ALWAYS HOUSE

CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Client, Past Client

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JUNE ACTION ITEMS

- WEEK ONE**
 SEND: an SOI postcard or scheduled campaign.
 CALL: SOI contacts with the last name A - F.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK TWO**
 SEND: a geographic farm postcard or scheduled campaign or sign up for the done-for-you Market Dominator.
 CALL: SOI contacts with the last name G - L.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK THREE**
 SEND: a niche postcard or scheduled campaign.
 CALL: SOI contacts with the last name M - R.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FOUR**
 SEND: thank you, home anniversary, or referral postcards to your past clients.
 CALL: SOI contacts with the last name S - Z.
 SEE: two of your SOI contacts in person or via facetime.
- WEEK FIVE**
 UPDATE: Your ProspectsPLUS! Contact Manager (or other CRM) with new contacts from the month. Don't forget to add tags.
 REVIEW: Look back at your month, review and analyze what goals you accomplished or where you fell short. Create a new plan for the coming month based on what you've learned.
- UPCOMING HOLIDAYS:** Save money when you schedule your postcards to go out by the dates below and use standard-class postage.
Independence Day: Mail by June 15th

OBSERVED HOLIDAYS

June 14th
Flag Day

June 18th
Father's Day

June 21st
First Day of Summer

ALSO THIS MONTH

Men's Health Month
Candy Month

FUN ACTIVITIES LIST

Use these fun "SEE" activities to interact with your Sphere of Influence this month.

June 2nd
Doughnut Day

June 6th
Yo-Yo Day

June 14th
Nursing Assistants Day

June 18th
Go Fishing Day

June 26th
Beautician's Day

June 29th
Camera Day

MARKET DOMINATORSM EXCLUSIVE

The newsletter includes sections for 'HOW LONG WILL IT TAKE TO SELL MY HOME?', 'CURRENT YEAR-OVER-YEAR HOUSING TRENDS' (listing New Listings UP 4%, Active Listings DOWN 6%, Median Listing Price UP 14.4%, and Time on the Market 6 DAYS LESS), and a 'FREE REPORT' titled 'Reasons Why Your Home May Not Sell, Even in a Seller's Market'. It also features a 'Summer Strawberry Shortcake' recipe.

[CLICK HERE TO LEARN MORE!](#)

WEEK ONE: Sphere of Influence Postcards
QuoteCard Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Holiday, SOI, Family, Friends, Past Clients, VIP, Neighbor

WEEK TWO: Geographic Farm Postcards
Get More Listings II Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Farm, Seller, Buyer, Home 7+ Years, Neighbor, Fence Sitter 9+ Years

WEEK THREE: Niche Market Postcards
FSBO 27 Series Postcards | 8½" x 5½" - Jumbo Size

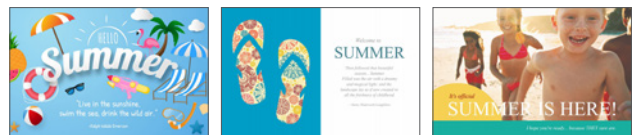


CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

FSBO

WEEK FOUR: Customer Appreciation Postcards
Summer Postcards | 8½" x 5½" - Jumbo Size



CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Client, Past Client

TIME TO RAISE THE BAR

For LESS THAN the cost of a greeting card, you can mail your own personally branded real estate magazine!



HOMES & LIFE MAGAZINE

The Ultimate Coffee-Table Lingerer

The Homes & Life Magazine includes compelling, direct response-driven articles written by real estate industry experts, combined with engaging lifestyle content for any reader.

It's customizable with rich, full-color pages, and a sharp professional esthetic.

*New issues released every quarter!
Mail them in minutes or we'll ship them to you.*

THE SPOTLIGHT

Feature Property Magazines

The Spotlight Magazine is the ultimate visual resume. Fill it with images of new listings, recently sold listings, or dedicate it to a luxury property.

This magazine takes you from talking the talk to visually walking the walk.



*Multiple layouts to choose from.
Each available with 4-pages or 8-pages.*

To get started or go to:
www.Prospects.PLUS/Magazines