

Stay Organized
Stay on Track
Stay Top of Mind

2024 Real Estate

MARKETING PLANNER™

6 Months of Strategic
Real Estate Marketing

 **ProspectsPLUS!**

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

2024 REAL ESTATE MARKETING PLANNER™

The 2024 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 2024 REAL ESTATE MARKETING PLANNER™:

STEP ONE: Complete the one-page Six-Month Personalized 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.ProspectsPLUS.com 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.

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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. 2024 Rev. A

2024
SIX-MONTH

PERSONALIZED BUSINESS PLAN

1. My income goal for the next six 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 six 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 C by 52.) D.
- E. Number of contacts needed per week to reach my listing goal:
(Multiply line D by line 10.) E.

JAN

OBSERVED HOLIDAYS

January 1st
New Year's Day

January 15th
Martin Luther King

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

The infographic is divided into several sections. At the top left, it says 'REAL ESTATE MARKET TRENDS' and includes a 'YOUR LOGO' placeholder. Below that, it asks 'IS THIS A GOOD TIME TO SELL YOUR HOME?' and provides a list of factors to consider. To the right, it discusses 'BUYERS MARKET vs. SELLERS MARKET: 3 Important Differences'. At the bottom, it features a 'HOUSING MARKET UPDATE' with statistics: 'Active Listing Inventory UP: 45.6%', 'Median Listing Price UP: 1%', 'Time on the Market UP: 8 Days', and 'New Listing Inventory DOWN: 12.2%'. There is also a section for 'REAL ESTATE NEWS and insights'.

[CLICK HERE TO LEARN MORE!](#)

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14	15	16	17	18	19	20
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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 23rd

Presidents Day: Mail by January 29th

WEEK ONE: Sphere of Influence

Shifting Market 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 THREE: Niche Market

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



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

Helpful Contact Manager Tags to Use:
Buyer, Seller, Empty Nester, Baby Boomer

WEEK TWO: Geographic Farm

Local Real Estate Stats 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 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

FEB

OBSERVED HOLIDAYS

February 2nd
Groundhog Day

February 10th
Chinese New Year

February 13th
Mardi Gras Carnival

February 14th
Valentine's Day

February 19th
President's Day

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 12th
Lincoln's Birthday

February 17th
Random Acts of Kindness Day

MARKET DOMINATORSM EXCLUSIVE

[CLICK HERE TO LEARN MORE!](#)

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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 16th
St Patrick's Day: Mail by February 26th
Spring Begins: Mail by February 26th

WEEK ONE: Sphere of Influence

St. Patrick's Day Postcards | 8½" x 5½" - Jumbo Size



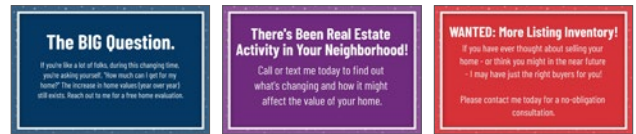
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

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

WEEK TWO: Geographic Farm

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

Renting by the Numbers Postcards | 8½" x 5½" - Jumbo Size



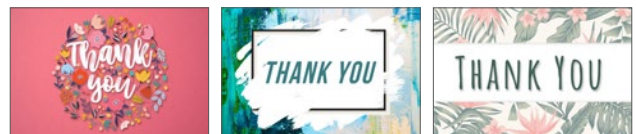
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Buyer, Seller, Move-Up Market

WEEK FOUR: Customer Referral

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

MAR

OBSERVED HOLIDAYS

March 10th
Daylight Saving Time begins

March 17th
St. Patrick's Day

March 31st
Easter

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!](#)

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17 18 19 20 21 22 23

24 25 26 27 28 29 30

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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 17th
Earth Day: Mail by March 31st

WEEK ONE: Sphere of Influence

Content Cards | 5½" x11" - Panoramic Size

3 CRITICAL STEPS to Take Once You're READY TO SELL

Deciding to sell your home brings on a lengthy list of questions and "Where do I start?" typically tops that list. Take the following three steps first and you'll be safely on your way to a successful home sale.

1. IDENTIFY LIENS AND DISPUTES
Shortly after you accept an offer on the home, the title company will perform a title search, checking public records to ensure that you have a legal right to sell the home and that there are no liens against it.

- Check for a pre-payment penalty. This will help you determine your proceeds.
- Who else is on the home's title? That person will need to be present whenever documents pertaining to the listing and sale need signatures.
- The loan balance.

Think back – have you had any IRS, property tax, spousal, child support, or bankruptcy issues? If so, there may be a lien against the property and it will need to be released before the sale can go through.

2. CHECK YOUR LOAN DOCUMENTS
You'll want to find the following items in your loan paperwork:

- An assumable clause. An assumable loan is a good selling point.
- How the title is held.

3. TAKE STOCK
Decide if you'll be selling the home as-is or if you'll be making repairs. Keep in mind that certain lenders and government-backed loan requirements include that specific repairs be made by the seller.

Once you have considered the previous issues it's time to pick up the phone and give me a call for the next step.



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

Join the Market Postcards | 8½" x 5½" - Jumbo Size

Housing demand remains high, but who knows for how long.

Don't Wait to Enter the Market!

How much could you make selling your home?
Call me today and find out: 800-287-5710



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

Absentee Owners II Postcards | 8½" x 5½" - Jumbo Size

TIRED OF BEING A LANDLORD?
Ready to CASH IN on your investment?

When our market was down, many people rented out their property because they couldn't sell it for what it was worth. Times have changed. Our market and economy have rallied, and so have home sales prices. If you're ready to get your investment property sold in record time give me a call. I'm here to help.

Nikki Boyd
Broker-Owner DRE# 123456789
800-287-5710
555-555-5555

Exceptional Properties. Exceptional Clients.

YOUR LOGO

Results Realty



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

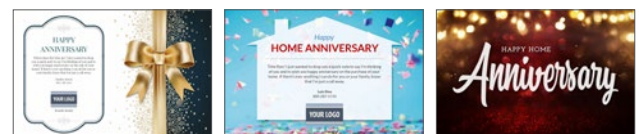
Helpful Contact Manager Tags to Use:
Seller, Expired

WEEK FOUR: Customer Referral

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

HAPPY HOME ANNIVERSARY

YOUR LOGO



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

Helpful Contact Manager Tags to Use:
Past Client

APR

OBSERVED HOLIDAYS

April 1st
April Fools Day

April 7th
World Health Day

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 13th
Scrabble Day

April 22nd
Jelly Bean Day

MARKET DOMINATORSM EXCLUSIVE



[CLICK HERE
TO LEARN MORE!](#)

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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 21st

WEEK ONE: Sphere of Influence

Inspiration Postcards | 8½" x 5½" - Jumbo Size

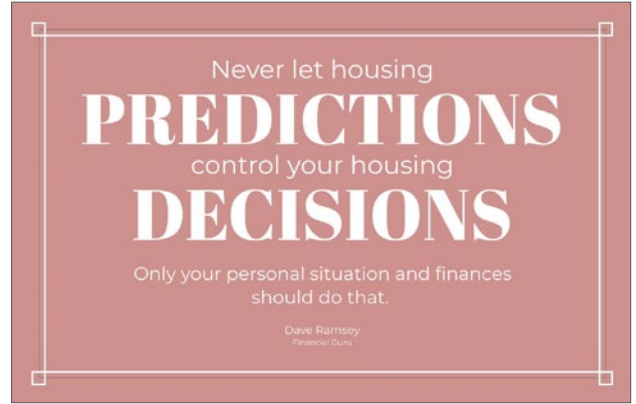


CLICK-N-SEND! Click on a card to get started.

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

WEEK TWO: Geographic Farm

Market Quotes Postcards | 8½" x 5½" - Jumbo Size

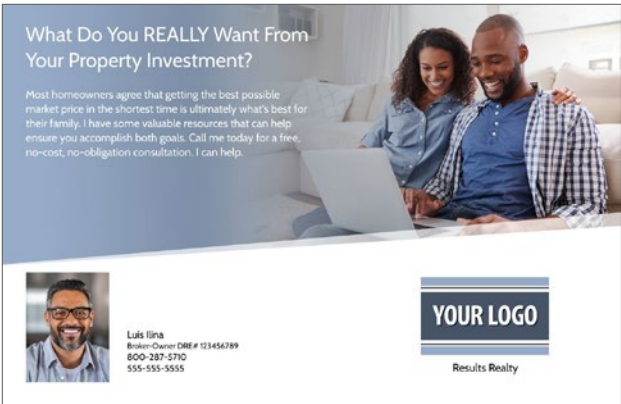


CLICK-N-SEND! Click on a card to get started.

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

WEEK THREE: Niche Market

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 Referral

Birthday 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

OBSERVED HOLIDAYS

May 12th
Mother's Day

May 27th
Memorial Day

ALSO THIS MONTH

Women's Health Week (12th-18th)
Barbecue Month

FUN ACTIVITIES LIST

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

May 7th
Teachers' Day

May 8th
Receptionist Day

May 4th
Star Wars Day

May 5th
Hoagie Day

May 6th
Nurses Day

May 15th
Chocolate Chip Day

MARKET DOMINATORSM EXCLUSIVE

The collage features several real estate marketing assets: a 'REAL ESTATE MARKET TRENDS' report with a 'YOUR LOGO' placeholder; a flyer titled 'Need to Sell Your House Fast?' with a 'Call Now' button; a 'Your Monthly Market Update' showing statistics like 'Average days on market: 87 days', 'Number of active listings: 47 listings', and 'Average price per sq. ft.: \$410'; and a 'REAL ESTATE NEWS' article snippet.

[CLICK HERE TO LEARN MORE!](#)

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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 6th

Flag Day: Mail by May 22nd

Father's Day: Mail by May 26th

Summer Begins: Mail by May 31st

WEEK ONE: Sphere of Influence

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

Grandma's Favorite Comfort Foods
BLUEBERRY SCONES

- 2 eggs
- 4 cups all purpose flour
- 1/2 tsp. salt
- 6 tbsp. sugar
- 4 1/2 tsp. baking powder
- 1/2 cup + 2 tbsp. cold butter
- 3/4 cup + 2 tbsp. milk
- 1 1/2 cups fresh or frozen blueberries

Combine flour, sugar, baking powder and salt in large bowl. Cut in butter until mixture resembles coarse crumbs. In a small bowl, whisk eggs and 3/4 cup milk, add to dry ingredients until moistened. Turn onto lightly floured surface, and gently knead in blueberries. Divide dough in half and pat each portion into an 8 inch circle and cut into wedges. Place on greased baking sheets, brush with remaining milk and bake at 375 degrees for 15-20 minutes until golden brown.

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

Real Estate Times Postcards | 8½" x 5½" - Jumbo Size

The Real Estate Times
Trending Real Estate News | Issue: 042

ARE HOMES STILL CHANGING HANDS?

A strong desire for homeownership continues to drive a steady flow of buyers eager to secure their dream properties.

If you're considering selling, now's the time. Reach out so I may help you navigate the home selling process and ensure an optimal outcome.

Pages are still loading for homes

Rachel Smith
Broker-Owner CREM 123456789
800-287-5710
555-555-5555

YOUR LOGO
Results Realty

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 Buyer Postcards | 8½" x 5½" - Jumbo Size

There's no place like home

With home prices and interest rates on the verge of climbing back up, there's never been a better time to buy a house of your own!

Call me today to discover how much home you can qualify for and to get a free list of homes for sale in your area.

Luis Lima
Broker-Owner CREM 123456789
Results Realty
800-287-5710
555-555-5555

YOUR LOGO

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

Helpful Contact Manager Tags to Use:
Buyer, Seller, Move-Up Market

WEEK FOUR: Customer Referral

Summer Postcards | 8½" x 5½" - Jumbo Size

The summer market is hot.

JUMP IN!

Water you waiting for?

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

Helpful Contact Manager Tags to Use:
Client, Past Client

JUN

OBSERVED HOLIDAYS

June 14th
Flag Day

June 18th
Father's Day

June 20th
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 7th
Doughnut Day

June 6th
Yo-Yo Day

June 13th
Nursing Assistants Day

June 18th
Go Fishing Day +
Beautician's Day

June 29th
Camera Day

MARKET DOMINATORSM EXCLUSIVE

[CLICK HERE
TO LEARN MORE!](#)

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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

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

WEEK TWO: Geographic Farm

Just Sold Follow Up 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

Expired 27 Series Postcards | 8½" x 5½" - Jumbo Size

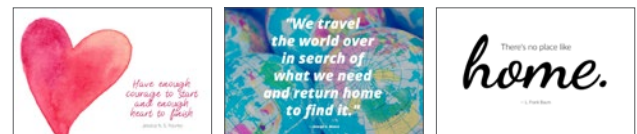


CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:
Helpful Contact Manager Tags to Use: Seller, Expired

WEEK FOUR: Customer Referral

Quote Postcards | 8½" x 5½" - Jumbo Size



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

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

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