

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 mailing 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



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 B by 52.) D.
- E. Number of contacts needed per week to reach my listing goal:
(Multiply line D by line 10.) E.

JUL

OBSERVED HOLIDAYS

July 4th
Independence Day

ALSO THIS MONTH

Ice Cream Month
Picnic Month
Blueberry Month
Hot Dog Month

FUN ACTIVITIES LIST

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

July 6th
Fried Chicken Day

July 12th
Pecan Pie Day

July 14th
Mac and Cheese Day

July 20th
Lollipop Day

July 30th
Cheesecake Day

MARKET DOMINATORSM EXCLUSIVE

The image shows the cover of a real estate market trends report. It features a header with 'REAL ESTATE MARKET TRENDS' and a sub-header 'Your Monthly Market Update'. The cover includes several sections: 'ON THE CHEAP: How To Stage Your Home on a Shoestring Budget', 'Five Ways to Navigate Higher Mortgage Rates', 'GET THIS FREE REPORT: See the newest Single-Family Homes', 'SMALL & BUILT: How to find the best investment property in your market', 'THE LATEST: REAL ESTATE NEWS and insights', and 'Top 4 Things to Look for in a Real Estate Agent'. The cover also displays 'Average Days on Market' as 33 days, 'Number of Active Listings' as 11, and 'Median Price per Sq. Ft.' as \$111.

CLICK HERE
TO LEARN MORE!

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JULY ACTION ITEMS

□ WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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:** Schedule your postcards to go out by the dates below and use standard-class postage to SAVE BIG!
[Back to School: Mail by July 10th](#)

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

Join the Market 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+

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, Renter, Renter \$80+

WEEK FOUR: Customer Appreciation

Thank You 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

AUG

OBSERVED HOLIDAYS

August 19th
Aviation Day

August 21st
Senior Citizen's Day

ALSO THIS MONTH

Golf Month
Family Fun Month

FUN ACTIVITIES LIST

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

August 3rd
Watermelon Day

August 4th
U.S. Coast Guard Day

August 9th
Book Lovers Day

August 10th
S'mores Day

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AUGUST ACTION ITEMS

□ WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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:** Schedule your postcards to go out by the dates below and use standard-class postage to SAVE BIG!

[Labor Day: Mail by August 16th](#)

[Autumn Begins: Mail by August 31st](#)

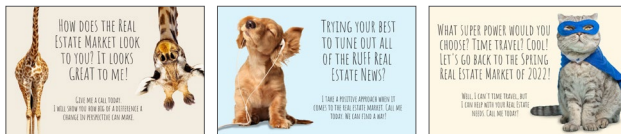
MARKET DOMINATORSM EXCLUSIVE

The report cover features a grid of sections: 'REAL ESTATE MARKET TRENDS', 'Your Logo', 'Leveraging Your Home's Equity', 'ARE YOU READY TO MOVE UP?', 'What about Selling your current home?', 'Prices will remain steady and many markets are still HOT, higher than pre-pandemic!', 'Can you afford a larger home?', '4 Ways Limited Inventory Equals BIG BENEFITS for Sellers', 'Your Monthly Market Update', and 'REAL ESTATE NEWS and Insights'.

CLICK HERE
TO LEARN MORE!

WEEK ONE: Sphere of Influence

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



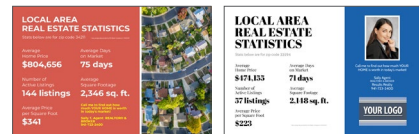
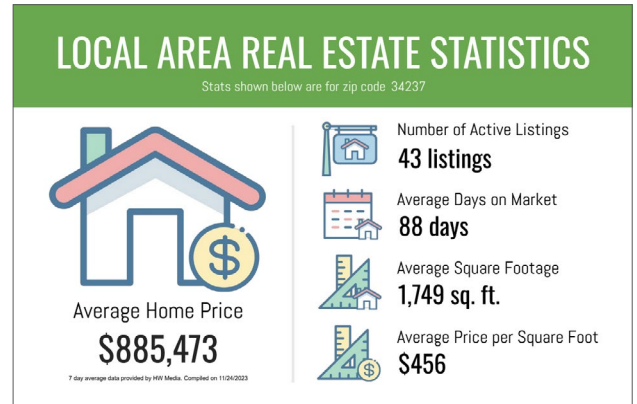
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

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

WEEK TWO: Geographic Farm

Local Real Estate Stats Postcards | 8½" x 5½" - Jumbo Size



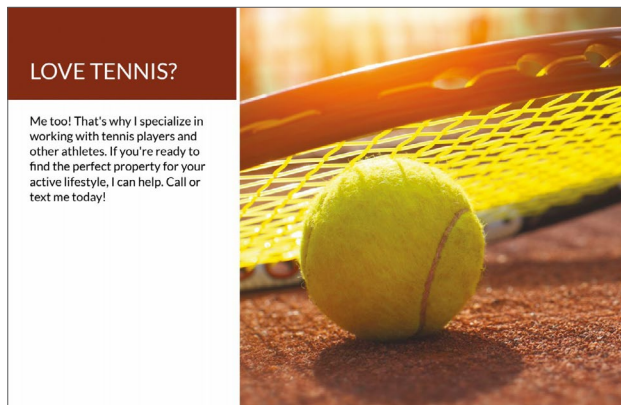
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

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

WEEK THREE: Niche Market

Lifestyle Interest Postcards | 8½" x 5½" - Jumbo Size



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

Helpful Contact Manager Tags to Use:

Buyer, Seller, different lifestyle tags

WEEK FOUR: Customer Appreciation

Home Anniversary Postcards | 8½" x 5½" - Jumbo Size



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

Helpful Contact Manager Tags to Use:

Past Client

SEP

OBSERVED HOLIDAYS

September 4th
Labor Day

ALSO THIS MONTH

Hispanic Heritage Month
Self-Improvement Month

FUN ACTIVITIES LIST

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

September 5th
Cheese Pizza Day

September 6th
Read a Book Day

September 8th
International Literacy Day

September 16th
Guacamole Day

September 21st
World Gratitude Day

September 28th
Good Neighbor Day

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22	23	24	25	26	27	28
29	30					

SEPTEMBER ACTION ITEMS

□ WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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.

MARKET DOMINATORSM EXCLUSIVE

The collage features several key pieces of content:

- REAL ESTATE MARKET TRENDS:** A report with a 'YOUR LOGO' placeholder and contact information for a realtor.
- HOW MUCH WILL IT COST TO SELL MY HOUSE?:** An article discussing the costs associated with selling a home.
- Homeowner equity is at the highest level it's been in several decades.:** A headline for an article about market trends.
- THE INVISIBLE LISTING: 4 Ways Overpricing Can Shut Out Your Home from Potential Buyers:** An article discussing the impact of overpricing on home sales.
- Your Monthly Market Update:** An infographic showing metrics like 'Average days on market', 'Number of active listings', and 'Average price per sq. ft.' with bar charts and icons.

CLICK HERE
TO LEARN MORE!

WEEK ONE: Sphere of Influence

Recipe Series II | 5½" x11" - Panoramic Size

Strawberry Trifle

The Ingredients

- One 5.1 oz. pkg instant vanilla pudding
- 3 c. cold milk
- One 9 in. angel food cake (tubed)
- 4 medium bananas (sliced)
- One 16 oz. fresh strawberries
- One 12 oz. container whipped topping

Directions

Place pudding mix in bowl, add cold milk, whisk 2 minutes, rest for 5 minutes. Layer 1/2 of the cake cubes in a trifle bowl or glass dish. Layer 1/2 of pudding, 1/2 of bananas, 1/2 of strawberries, and 1/2 of whipped topping over top. Repeat all layers once more. Cover trifle and chill in the refrigerator for at least 4 hours before serving.



Luis Iliina
Broker-Owner DRE# 123456789

Results Realty
800-287-5710
555-555-5555

Classic Grilled ribs

The Ingredients

Directions

Summer Cris Salad

The Ingredients

Directions

Piney Grilled Turkey

The Ingredients

Directions

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

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

“

While the market is cooling, prices are dropping only moderately. Some markets will see a price decline, but with the supply not there, a significant decline is improbable.

”

Greg McBride
Bankrate, Chief Financial Analyst

We now forecast total home sales this year to be **4.67 million units**, an increase from our previous prediction. This will be followed by a rebound in 2024 with sales rising 9.6%.

Even if you're not this year's homebuyer, the market is predicted to have a **MODERATE PRICE GROWTH**. Expectations remain high with a 6.5% higher by year's end.

A housing bubble is typically created when there is high demand, a surplus of supply, and homes are easily obtainable via loose credit. We are not in a housing bubble.

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+

WEEK THREE: Niche Market


Divorce Postcards | 8½" x 5½" - Jumbo Size

LIFE CHANGES...

When unexpected changes happen, you need resources that can help you act on those changes with peace of mind.

If you need an advocate to turn to when selling your house - or purchasing a new one, I hope you'll give me a call. I'm here to help.

James Conte
Broker-Owner DRE# 123456789
Results Realty
800-287-5710
555-555-5555



TOUGH TIMES?

Directions

CURVE BALL

Directions

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

Helpful Contact Manager Tags to Use:
Buyer, Seller, Divorce

WEEK FOUR: Customer Appreciation

Happy Birthday Postcards | 8½" x 5½" - Jumbo Size



Happy Birthday

HAPPY BIRTHDAY

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

Happy Birthday TO YOU

May all your dreams come true this year!

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

Helpful Contact Manager Tags to Use:
Client, Past Client

OCT

OBSERVED HOLIDAYS

October 2nd
Rosh Hashanah begins

October 11th
Yom Kippur begins

October 14th
Columbus Day

October 31st
Halloween

ALSO THIS MONTH

Breast Cancer Awareness Month
National Cookie Month
National Pizza Month

FUN ACTIVITIES LIST

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

October 1st
International Coffee Day

October 14th
Dessert Day

October 17th
Pasta Day

October 23rd
Boston Cream Pie Day

October 28nd
Make a Difference Day

MARKET DOMINATORSM EXCLUSIVE

REAL ESTATE MARKET TRENDS

IS THE MARKET COOLING OFF? IS IT TOO LATE TO SELL?

GET THIS FREE REPORT

THREE CRITICAL HOME PRICE INFLUENCERS

HOUSING MARKET UPDATE:
Time on the Market is Starting to Trend Upwards

- Time on the Market: UP: 5 Days
- Active Listings Inventory: DOWN: 4.7%
- Median Listing Price: DOWN: 3.1%
- New Listings Inventory: UP: 13%

REAL ESTATE NEWS and Insights

"Buyer traffic will remain moderately strong throughout most of the country this year, which is a great sign for sellers."

CLICK HERE TO LEARN MORE!

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OCTOBER ACTION ITEMS

WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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: Schedule your postcards to go out by the dates below and use standard-class postage to SAVE BIG!

[Halloween: Mail by October 12th](#)

[Daylight Saving ends: Mail by October 14th](#)

[Veterans Day: Mail by October 20th](#)

WEEK ONE: Sphere of Influence

Halloween Postcards | 8½" x 5½" - Jumbo Size

HAPPY HALLOWEEN

Here's a Treat for You!
CINNAMON SUGAR NUTS!

- 1 egg white
- 1 tsp. salt
- 1 c. sugar
- 4-5 c. nuts
- 1 tbsp. vanilla
- 2 tsp. cinnamon

Combine dry ingredients. Set aside. Whip egg white and vanilla together until frothy. Stir nuts into egg mixture, add dry ingredients, stir. Spread nuts over greased baking sheet. Bake at 250 degrees for 1 hour stirring periodically. Enjoy.



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

Investor Postcards | 8½" x 5½" - Jumbo Size

INVESTORS WANTED

Serious investors are taking full advantage of today's real estate market to increase their wealth management portfolios. If you're interested in finding the RIGHT investments, with the RIGHT return opportunities -- call me. I may have just what you're looking for!

YOUR LOGO

Results Realty



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

Helpful Contact Manager Tags to Use:

Seller, Investor

WEEK TWO: Geographic Farm

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

The Real Estate Times

Trending Real Estate News | Issue: 045

Reduced Agent Commission Rates Could Cost You MORE!

Agents who accept less commission may cut corners in areas such as photography or advertising, diminishing the perceived value of your home, resulting in more time on the market and a lower sale price.

If you want help making an informed decision, reach out to me to discuss your options.

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, Fence Sitter 9+

WEEK FOUR: Customer Appreciation

Get More Referrals Postcards | 8½" x 5½" - Jumbo Size

With Gratitude

I wanted to let you know how much I appreciate you putting your trust in me.

I'm so happy I was able to help you achieve the perfect solution for your family.

If you know of anyone who is thinking of buying or selling, I would love to help them!

Reach out to me with their name and I will contact them to see how I may be of help.

No time to call? You can text me their information at: 800-287-5710

Thank you for your support.

YOUR LOGO

Rachel Smith
Broker-Owner DRE# 123456789
Results Realty
800-287-5710
555-555-5555



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

Helpful Contact Manager Tags to Use:

Client, Past Client

NOV

OBSERVED HOLIDAYS

November 3rd
Daylight Saving Time Ends

November 11th
Veterans Day

November 28th
Thanksgiving

ALSO THIS MONTH

American Indian Heritage Month
Lung Cancer Awareness Month

FUN ACTIVITIES LIST

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

November 3rd
Sandwich Day

November 10th
Marine Corp. Birthday

November 12th
Chicken Soup for the Soul Day

November 13th
World Kindness Day

November 21st
World Peace Day

November 28th
French Toast Day

MARKET DOMINATORSM EXCLUSIVE

REAL ESTATE MARKET TRENDS

ARE WE SHIFTING TOWARDS A BUYER'S MARKET?

SET THIS SIDE EFFECT

WHAT IS YOUR HOME WORTH?

WHERE TO FIND CRISPS

HOUSING MARKET UPDATE: Median Listing Price is Beginning a Downward Trend

Median Listing Price: **DOWN -2%**

Active Listings Inventory: **DOWN -5%**

Time on the Market: **UP -8 Days**

New Listings Inventory: **DOWN -3.6%**

REAL ESTATE NEWS and Insights

[CLICK HERE TO LEARN MORE!](#)

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER ACTION ITEMS

WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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: Schedule your postcards to go out by the dates below and use standard-class postage to SAVE BIG!

[Thanksgiving: Mail by November 4th](#)

WEEK ONE: Sphere of Influence

Thanksgiving Postcards | 8½" x 5½" - Jumbo Size

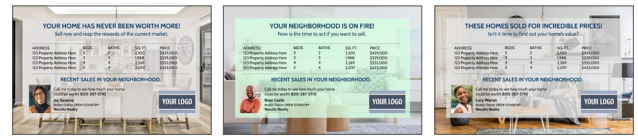


CLICK-N-SEND! Click on a card to get started.

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

WEEK TWO: Geographic Farm

Market Update 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+

WEEK THREE: Niche Market

First Time Buyer Postcards | 8½" x 5½" - Jumbo Size



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

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

WEEK FOUR: Customer Appreciation

QuoteCard 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

DEC

OBSERVED HOLIDAYS

December 7th
Pearl Harbor Remembrance Day

December 21st
Winter Solstice

December 24th
Christmas Eve

December 25th
Christmas

December 25th
Hanukkah begins

December 26th
Kwanzaa begins

December 31st
New Year's Eve

FUN ACTIVITIES LIST

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

December 1st
Eat a Red Apple Day

December 12th
Poinsettia Day

December 18th
Bake Cookies Day

December 20th
Go Caroling Day

MARKET DOMINATORSM EXCLUSIVE

REAL ESTATE MARKET TRENDS

3 SECRETS TO SELLING DURING THE WINTER HOLIDAY SEASON

HOUSING MARKET UPDATE: The Number of Homes Being Listed is Growing

- Active Listing Inventory UP: 33.5%
- Median Listing Price DOWN: 13.3%
- Time on the Market UP: 6 Days
- New Listing Inventory DOWN: 15.3%

CLICK HERE TO LEARN MORE!

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				

DECEMBER ACTION ITEMS

WEEK ONE

SEND: an SOI postcard or scheduled campaign.
CALL: your 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: your 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: your 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: your 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: your month 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: Schedule your postcards to go out by the dates below and use standard-class postage to SAVE BIG!

[Christmas: Mail by December 3rd](#)
[Hanukkah: Mail by December 3rd](#)
[New Year: Mail by December 10th](#)

WEEK ONE: Sphere of Influence

Christmas Postcards | 8½" x 5½" - Jumbo Size



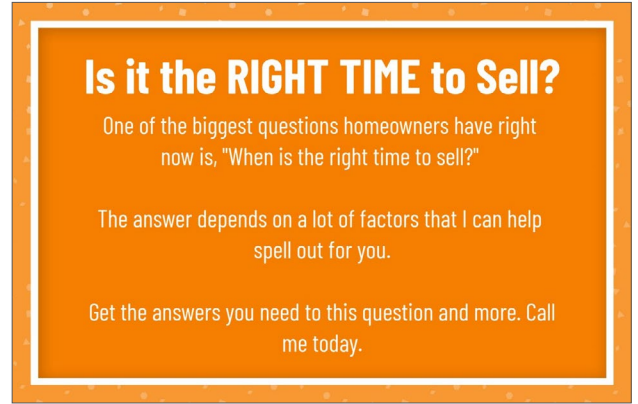
CLICK-N-SEND! Click on a card to get started.

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+

WEEK THREE: Niche Market

Baby Boomer Postcards | 8½" x 5½" - Jumbo Size



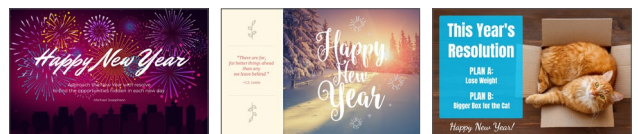
CLICK-N-SEND! Click on a card to get started.

Helpful Contact Manager Tags to Use:

Baby Boomer, Empty Nest

WEEK FOUR: Customer Appreciation

Happy New Year 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

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