

Q2

UNLEASHED

2025 Real Estate
Marketing Guide



- Second Quarter Goals Worksheet
- Monthly Market Insights
- Activities Checklists with Marketing Guide
- BONUS:
End of Quarter Review



*“The secret of getting ahead
is getting started.”*

—Mark Twain

Second Quarter Goals Worksheet

Identify Your Top Three Goals for the Second Quarter

My #1 Goal:

e.g., Secure 5 new listings

My #2 Goal:

e.g., Add 20 new contacts to my sphere of influence

My #3 Goal:

e.g., Close 3 buyer transactions

Goal 1 Action Items:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Goal 2 Action Items:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Goal 3 Action Items:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Required Resources:

e.g., Update my CRM, refresh my listing presentation

1. _____
2. _____
3. _____

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e.g., Update my CRM, refresh my listing presentation

1. _____
2. _____
3. _____

Required Resources:

e.g., Update my CRM, refresh my listing presentation

1. _____
2. _____
3. _____

Skills to Develop:

e.g., Improve my social media marketing strategies

1. _____
2. _____
3. _____

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2. _____
3. _____

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2. _____
3. _____

THE SPRING SURGE

Position Yourself for the Season's Best Sales

*“Start where you are.
Use what you have.
Do what you can.”*

—Arthur Ashe

Spring is in full bloom, and the real estate market is following suit. April is traditionally one of the busiest months of the year for home sales, as warmer weather and longer daylight hours encourage homeowners to list their properties.

This seasonal upswing is further fueled by stabilizing interest rates and continued buyer demand. With inventory still below pre-pandemic levels, competition remains fierce among buyers, making this a prime opportunity for sellers looking to maximize their profits.

Why April is a Prime Selling Month

April is when homeowners who have been waiting for the right moment finally feel confident enough to list. The combination of springtime curb appeal, tax return season, and the desire to move before summer make this an ideal time for buyers and sellers alike.

The housing market has also seen a steady year-over-year appreciation in home values, making homeowners more motivated to cash in on their equity.

How Agents Can Capitalize on April's Surge

To make the most of this busy month, real estate agents should focus on consistent marketing and strong lead generation. Direct mail remains a highly effective tool, as homeowners are more receptive to printed marketing materials during peak listing months.

Hosting open houses, promoting market updates on social media, and directly educating potential sellers on current trends will help position you as the go-to agent in your area.

The key is to act early, build relationships, and offer valuable insights that set you apart. With the right strategy, April can be the launchpad for a successful second quarter.



April Activities Checklist

Ready to *Spring* into action? Take advantage of the fresh energy that comes with the season to gain momentum and drive success in the months ahead. Try any of the activities listed below to help you stay on track!

- **Launch a Get More Listings Campaign:**
Target homeowners considering selling.
- **Promote Curb Appeal Tips:**
Create Property boosting home improvement content.
- **Check in with Past Clients:**
Connect with previous clients to keep relationships strong.
- **Celebrate Home Anniversary's:**
Send cards to clients who purchased last year.
- **Encourage Sellers to List Now:**
Use market data to show why April is a prime selling month.
- **Offer a Free Home Valuation:**
Advertise free CMA reports to attract potential sellers.
- **Sponsor a Spring Festival:**
Increase brand visibility by participating in a local event.
- **Host a Neighborhood Cleanup Day:**
Organize a community effort to enhance goodwill.
- **Attend Local Commerce or Networking Events:**
Strengthen connections with local business.
- **Improve Your Listing Presentation:**
Refresh your marketing materials and presentation.
- **Enhance Your Online Presence:**
Update your real estate website and social media profiles with fresh content.



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April Marketing Guide



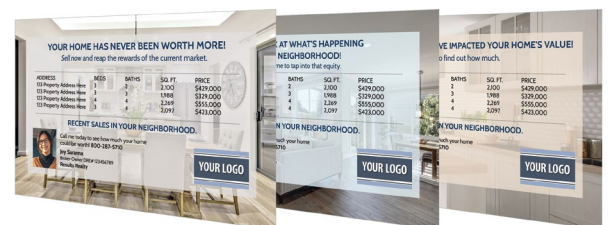
Real Estate Times Geographic Farming Campaign

Get Started



Shifting Market Postcards

Get Started



Market Update Postcards

Get Started



“It does not matter how slowly you go as long as you do not stop.”

—Confucius

Monthly Market Insights: May

PEAK MARKET ACTIVITY

Stand Out and Stay Ahead

May is often the peak month for real estate activity, with more homes being bought and sold than at any other time of the year. This year, market conditions continue to favor sellers, with buyer demand remaining high despite gradually rising interest rates.

Many families looking to relocate want to finalize their purchases before the school year ends, making May a highly competitive month. For real estate agents, this means a golden opportunity to attract listings and help clients navigate the fast-moving market.

Why May is a Critical Month for Real Estate

Historically, May has been a month of rapid home sales due to increased buyer urgency. The demand for homes often outpaces supply, resulting in bidding wars and strong sales prices for well-marketed properties.

According to industry reports, homes listed in May tend to sell faster and for higher prices than at other times of the year. However, with more properties coming onto the market, standing out as an agent becomes crucial.

Winning Strategies for May Success

To stay ahead of the competition, agents must position themselves as market experts. Consistently providing clients with accurate pricing strategies, negotiating strong offers, and leveraging creative marketing campaigns will separate top producers from the rest.

Social proof, such as testimonials and recent sales, can also play a crucial role in attracting new clients. Engaging with potential sellers through direct mail, hosting virtual or in-person seminars, and utilizing targeted online advertising will help solidify your presence in your local market.

May is not just about working harder—it's about working smarter and ensuring your name is the first one that sellers think of when they're ready to list or buy.



May Activities Checklist

Keep the momentum strong! Here are a few activities to keep you focused and productive. How many can you accomplish this month?

- **Run a “Move Before Summer” Campaign:**
Promote the advantages of selling before summer.
- **Send Out a Mother’s Day Postcard:**
Build goodwill with a heartfelt mailing.
- **Host an “Ask an Agent” Live Q&A:**
Use Facebook or Instagram Live to answer common real estate questions.
- **Promote Pre-Summer Staging Tips:**
Share content on how sellers can enhance curb appeal for summer buyers.
- **Create a “Just Sold” Showcase:**
Highlight recent sales in the area to generate interest in selling.
- **Reengage with Winter Leads:**
Contact sellers who were waiting for spring to sell.
- **Check in with Vendors:**
Strengthen relationships with mortgage lenders, home inspectors, and stagers for referrals.
- **Plan for Memorial Day Weekend Open House:**
Holiday weekends attract serious buyers.
- **Sponsor a Memorial Day Event:**
Show support for veterans and connect with your local community.
- **Host a Homeowners Seminar:**
Educate potential sellers on the current market.
- **Engage in Neighborhood Facebook Groups:**
Answer real estate-related questions and share market updates.
- **Boost Your Online Reviews:**
Request testimonials from past clients to strengthen your credibility.



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May Marketing Guide



Memorial Day Postcards

Get Started



Just Sold Follow-Up Sold Campaign

Get Started



Homes & Life Magazine

Get Started



SUMMER SLOWDOWN?

Not if You Stay Active

*“What you do today
can improve all your
tomorrows.”*

—Ralph Marston

June marks the transition from the bustling spring real estate season into the start of summer. While many agents experience a slowdown in new listings as families shift their focus to vacations and school breaks, this lull is temporary.

In fact, for proactive agents, June can be one of the most productive months of the year if approached with the right strategy.

Buyers who missed out on spring properties are still searching, and motivated sellers are eager to close deals before summer fully takes hold.

What to Expect in June’s Market

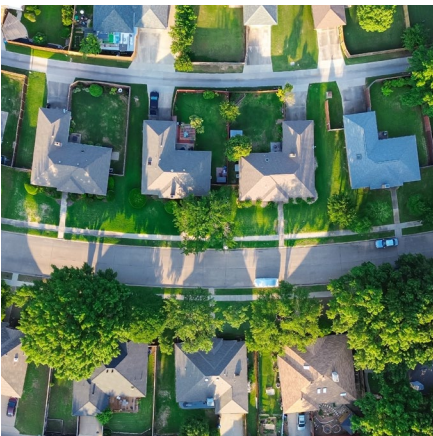
The market may experience a slight dip in new listings compared to April and May, but demand should remain steady. With mortgage rates stabilizing, many potential buyers are still eager to secure a home before rates fluctuate again.

Homeowners who were hesitant last month may now be ready to list, making June a critical time for targeted outreach. Additionally, as school schedules wrap up, families looking to relocate before fall are actively searching for homes, creating unique opportunities for both buyers and sellers.

How to Maintain Momentum in June

To keep business thriving, agents must remain visible and proactive. Consistently marketing to past prospects and homeowners who have expressed interest in selling can generate new listings even during the seasonal shift.

Hosting neighborhood events, staying active on social media, and sending out market updates via direct mail can keep your brand top of mind. Agents who embrace creative lead-generation tactics, such as summer-themed marketing campaigns and community involvement, will find that June is far from a slowdown—it’s a launchpad for continued success into the second half of the year.



June Activities Checklist

We've got even more activities to help you get closer to achieving your goals. Try and top last month's achievements! How many will you check off?

- Launch a "Summer Selling Season" Campaign:**
Promote why summer is the time to list.
- Send a Father's Day Postcard:**
Strengthen relationships with a message to past clients.
- Host a Giveaway or Community Event:**
Create a summer-themed contest or find a local sponsorship to boost engagement.
- Follow Up with Spring Leads:**
Reconnect with those who weren't ready earlier.
- Encourage Referrals:**
Offer incentives for past clients to refer.
- Plan a Client Appreciation Event:**
Hosting a summer BBQ can keep you top-of-mind.
- Encourage Sellers to List Before Mid-Summer:**
Explain it can help them sell faster and for more.
- Host Twilight Open Houses:**
Take advantage of long daylight hours with evening showings.
- Connect with Downsizers:**
Target empty nesters ready for change.
- Host a Home Seller Workshop:**
Educate potential clients on summer selling strategies.
- Partner with Local Businesses:**
Build relationships with home service providers, lenders, and movers.
- Request Reviews & Testimonials:**
Share positive client experiences to strengthen your brand and credibility.



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June Marketing Guide



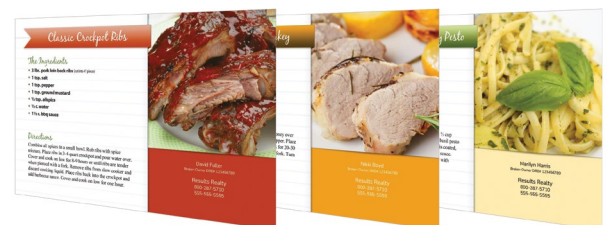
Summer Postcards

Get Started



Empty Nesters Geographic Farming Campaign

Get Started



Recipe Series Postcards

Get Started



*“You can’t build a reputation on
what you are GOING to do”*

— Henry Ford

Q2: End of Quarter Review

My Achievements and Progress

Number of My Q2
Goals Achieved

Number of
Listings Secured

Number of Closed
Transactions

Number of New
Leads Generated

Number of Buyer
Clients Signed

My Biggest Wins this Quarter:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

My Most Successful Strategies and Actions:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

My Additional Achievements and Milestones:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

My Key Takeaways and Identified Areas for Improvement in Q3:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____



A Scheduled Holiday Campaign

Year-Round Holiday Greetings = Year-Round Listing Activity!

Every holiday is a golden opportunity to connect with your market! Our Holiday Postcard Campaign makes it easy to spread cheer, build goodwill, and pave the way for new business month after month.

Why the Scheduled Holiday Campaign Works:

It's a One-and-Done Marketing Solution

Schedule a campaign in minutes and stay visible throughout the year with very minimal effort.

It Strengthens Your Brand

Holiday postcards not only build trust, they consistently keep you in front of your market.

It Offers You Full Control

No upfront fees—pay only when mailings go out. Also, you have the added flexibility to pause, cancel, or adjust the frequency of your mailings at any time.

Don't let another holiday pass you by. Schedule your Holiday Campaign now and keep your business thriving ALL YEAR LONG!



Get Started



The ULTIMATE Real Estate Marketing Newsletter

Stand out in a crowded market with our premium newsletter that does the heavy lifting for you.

Why Agents Love This Newsletter So Much:

- No minimum orders, no contracts, and no hidden fees.
- The content is written for you by industry experts (updated every month) and can be sent in JUST MINUTES.
- A 10" x 15" stand-out size with a 100% impression rate.
- It costs less than a greeting card.
- You can mail it four ways: first class, standard class, EDDM, or shipped directly to you.
- Customizable back options for listed/sold data and featured properties.

The Market Dominator Tri-Fold Newsletter is effortless marketing with **MAXIMUM RESULTS**. Get started today!



Get Started



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