AMPLIFY Q4

2025 Real Estate Marketing Guide

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

Special Q4 OFFER INSIDE

See pg.3

"Don't watch the clock;
do what it does. Keep going."

—Sam Levenson

Fourth Quarter Goals Worksheet

Identify Your Top Three Goals for the Fourth 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.

Required Resources:
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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1.
2.
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1.
2.
3.

"Act as if what you do makes a difference. It does."

—William James

Monthly Market Insights: October

HARVESTING OPPORTUNITY IN OCTOBER

October is a sweet spot in the real estate calendar. The temperatures are cooler, curb appeal is at its peak, and clients are more available before holiday travel begins. Buyers who have been on the fence often feel an urgency to secure a home before the year ends, while sellers want to take advantage of the final strong weeks of fall market activity.

Capitalize on Autumn Curb Appeal

Golden leaves, crisp air, and seasonal décor create a natural stage for listings. Encourage sellers to keep lawns clear of fallen leaves, add pops of color with mums or pumpkins, and let in plenty of natural light during showings. Professional photos that capture fall charm can help listings stand out online.

Engage Your Sphere Before the Holidays

October is perfect for reconnecting with past clients, leads, and your database. Host a pumpkin giveaway, send a seasonal home maintenance checklist, or run a "Fall in Love with Your Next Home" campaign. This keeps you top-of-mind while adding value.

Push for Year-End Closings

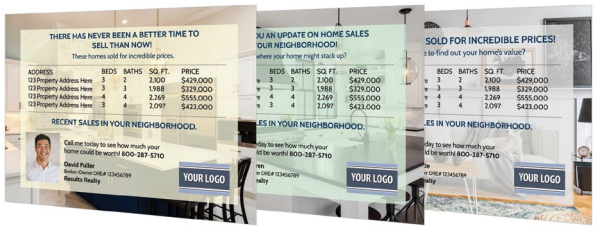
Remind buyers that purchasing before the end of the year could lock in a favorable interest rate, potentially avoid competition in the spring, and get them settled before the holidays. Agents who work October strategically often find it sets the tone for a strong finish in Q4 and builds momentum heading into January.

October Activities Checklist

This month is all about fresh opportunities. Use this checklist as your October playbook—check off each item to stay energized, visible, and ready to kick off the final quarter strong.

- [ ] Send a “Fall Home Maintenance” email to your list.
- [ ] Host a pumpkin patch or cider client appreciation event.
- [ ] Refresh listing photos with seasonal curb appeal.
- [ ] Share a “Why Buy Before the Holidays” blog post.
- [ ] Contact FSBOs in your area.
- [ ] Post weekly fall décor tips on social media.
- [ ] Schedule Q4 review meetings with active clients.
- [ ] Check in with lenders on pre-approval timelines.
- [ ] Offer a free fall market report to prospects.
- [ ] Mail postcards highlighting autumn listings.
- [ ] Attend a local fall festival for networking.
- [ ] Review and update your Google Business Profile.
- [ ] Set up October social media ads targeting move-up buyers.
- [ ] Invite past clients to coffee for a catch-up.
- [ ] Block time for personal education or training.

October Marketing Guide



Market Update Postcards

Get Started

Multi Photo II Postcards

Get Started

Thanksgiving Postcards

Get Started

"The best way to predict the future is to create it."

—Peter Drucker

Monthly Market Insights: November

GRATITUDE AND CONNECTION DRIVE SALES

November is all about relationships. It's a time when people reflect on the year, count their blessings, and appreciate those who have made a difference in their lives. For agents, it's a golden opportunity to strengthen bonds with clients and community members, while quietly laying the groundwork for a busy start to the new year.

Tap Into the Spirit of Gratitude

Hosting a client appreciation event—such as a Thanksgiving pie giveaway or a community food drive—creates goodwill and gives you a reason to connect. Thank-you notes to past clients or referral partners can make a lasting impression and reinforce trust.

Use End-of-Year Motivation

Some clients are motivated to make a move before December 31st for tax reasons, relocation timing, or to settle in before the new year. Position yourself as the knowledgeable guide who can help them close quickly and smoothly.

Plan Ahead for Q1

While showing gratitude to clients, don't forget to prepare for yourself. Review your annual performance, identify gaps, and set actionable goals for Q1. By locking in your marketing strategy now—while competitors are distracted—you can launch into January fully prepared and ahead of the curve.

November Activities Checklist

November is the perfect time to nurture relationships and show gratitude. Work through this checklist to stay connected, add value, and keep your business top of mind as the year winds down.

- ◯ Send thank-you postcards to past clients.
- ◯ Host a Thanksgiving pie giveaway.
- ◯ Share "Tax Benefits of Buying/Selling Before Year-End" on social media.
- ◯ Finalize next year's marketing calendar.
- ◯ Review your annual sales goals vs. results.
- ◯ Offer a free CMA to homeowners in your farm area.
- ◯ Post gratitude-themed social content daily for a week.
- ◯ Organize a food drive with your office.
- ◯ Check in with buyers who paused earlier in the year.
- ◯ Send a "Happy Thanksgiving" email blast.
- ◯ Create a client testimonial video montage.
- ◯ Audit your CRM for accuracy.
- ◯ Book professional headshots for next year's marketing materials.
- ◯ Refresh your listing presentation.
- ◯ Attend one local networking or charity event.

November Marketing Guide

Customer Appreciation Postcards
Thank You

Get Started

Happy Holidays Postcards

Get Started

Shifting Market
Sphere of Influence Campaign

Get Started

"Perseverance is not a long race; it is many short races one after another."

—Walter Elliot

Monthly Market Insights: December

CLOSING STRONG WHILE SETTING THE STAGE

December may feel slower in transaction volume, but smart agents know it's far from a "quiet" month. It's a time to wrap up pending deals, finish the year strong, and lay a solid foundation for the next 12 months. The work you put in now often determines how quickly you hit the ground running in January.

Keep Marketing Festive and Low-Pressure

The holiday season is the perfect time to focus on relationship-building rather than direct sales pitches. Think festive home tours, "Best Holiday Décor" contests, or delivering small gifts to top clients. Staying visible and friendly keeps you top-of-mind without overwhelming prospects.

Leverage Holiday Gatherings for Referrals

Clients and contacts will be attending parties and family gatherings where real estate naturally comes up in conversation. A quick reminder—via holiday card, email, or social media—that you're ready to help in the new year can plant seeds for referrals.

Prepare for a Fast Start in January

Use December downtime to audit your CRM, schedule January's marketing campaigns, and refresh your buyer and seller presentations.

The more you prepare now, the more you can focus on closing new deals once the calendar flips. By treating December as both a wrap-up and a springboard, you position yourself for a high-energy, productive new year.

December Activities Checklist

Finish the year with focus and confidence. Use this checklist as your December guide—every task you complete brings you closer to new opportunities and a strong start in the year ahead.

- ○ Send a holiday card to your entire database.
- ○ Deliver small holiday gifts to your top referral sources.
- ○ Host a “Best Holiday Home Décor” social contest.
- ○ Attend community holiday events for networking.
- ○ Review and refresh your buyer and seller guides.
- ○ Set Q1 sales and marketing goals.
- ○ Create January’s social media content now.
- ○ Clean and back up your CRM.
- ○ Audit all online profiles for accuracy and branding.
- ○ Organize client files for the new year.
- ○ Send out a year-in-review market report.
- ○ Record a personal “Happy Holidays” video.
- ○ Prepare listing prep checklists for January launches.
- ○ Schedule first-week-of-January prospecting calls.
- ○ Plan your first Q1 client event.

December Marketing Guide

New Year Postcards

Get Started

Get More Listings II
Sphere of Influence Campaign

Get Started

Calendar Postcards

Get Started

"Gratitude turns what we have into enough."

—Anonymous

My Achievements and Progress

Number of My Q4 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:

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8.
9.

My Additional Achievements and Milestones:

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2.
3.
4.
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8.
9.

My Key Takeaways and Identified Areas for Improvement for Next Year:

1.
2.
3.
4.
5.
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7.
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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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