

REAL ESTATE AGENT MARKETING GUIDE

SPRING | SUMMER

Become a marketing expert this summer with our guide full of ideas to help you get more business. As you take advantage of the warm weather and enjoy get-togethers with friends and family, mix in a few of these marketing tips.

IN-PERSON STRATEGIES

Sunshine and longer days generally equate to better moods all around. People genuinely want to socialize. Here are a few strategies you could deploy while enjoying some socialization yourself!



HOST A NEIGHBORHOOD OR PAST CLIENT BBQ.

Free food? Don't mind if I do. That is what your neighbors and past clients will be thinking if you invite them to a BBQ. Hosting a BBQ doesn't have to be complicated as long as the spread is worthwhile. Good food and good company creates good business. While your neighbors and past clients mingle, let them know you would love to help them buy or sell. This event should be fun and laidback, however, don't let the opportunity go to waste!



HOST A BRUNCH FOR PAST CLIENTS.

Select a list of what clients you would like to invite and send them an email, text, or even invitation. Have them RSVP so you know your party's size and find a killer brunch spot - maybe one with a large patio or somewhere with bottomless mimosas. Take this time to catch up with them, while also putting feelers out to see if they have any friends or family searching for a real estate agent. Treating your past clients to brunch will make for an awesome referral.



BASEBALL IS IN FULL SWING.

Calling all baseball fans! Purchase a group of seats to a local or MLB game and invite your sphere! Share comraderies while watching the game and in between innings talk real estate.



CELEBRATE 4TH OF JULY.

Select an area or neighborhood and drop off sparklers or mini flags for the 4th of July. Attach your business card to a bundle with some ribbon or string!



RENT A PARK PAVILION.

Check the weather in advance and find a Saturday with clear skies and warm temps to rent out a shaded pavilion at a park. Invite your neighbors or sphere and provide outdoor games such as bocce ball, horseshoes, or cornhole. Order sandwich trays from your local grocery store and offer a selection of drinks! Hang out and have fun, but also mention some stats on the neighborhood and state of the market.



UTILIZE COMMUNITY EVENTS.

Summer tends to be full of local and community events like 5k's, street fairs, farmers' markets, and so on. Take advantage of these opportunities to connect with your community by sponsoring the event, making a donation, or setting up a booth. Meeting and greeting people face-to-face is always a good place to start when interacting with past, present, and future clients!



"POP BY" WITH BASKETS OF SUMMER ESSENTIALS.

Put together small baskets of summer items like sunscreen, chalk, lemonade mix, grilling tools, or popsicle molds. Tip: you can find a ton of inexpensive baskets at thrift stores! Drop off the baskets in a selected area or neighborhood and include your business card or contact information.



HOST A ROUND OF MINI-GOLF.

Have your sphere over for a free round of mini-golf! Treat them to a few appetizers and a drink while you play through the course. Discuss the state of the market and let them know to refer you should they have anyone interested in buying or selling.

ALTERNATIVE ENGAGEMENT IDEAS

Where there is marketing there is always an opportunity for creativity!
Explore some alternate ideas below.



OFFER CLEANING TIPS ON SOCIAL MEDIA.

There's no better time to perform a deep clean than when you can open the windows to let fresh air in. There are a ton of tips and tricks when it comes to cleaning one's home. Look for specific tips like [how to clean blinds](#)⁽¹⁾ or [how to clean a garbage disposal](#)⁽²⁾.



SEND RECIPE POSTCARDS.

We've created some awesome postcards featuring recipes your recipients will hopefully love and use! Complete with your branding and headshot, they're perfect for sticking on the fridge and reminding them of you as a realtor.

Links:

(1) <https://bit.ly/3m8zmpg> (2) <https://bit.ly/3GL9adL>



PARTNER WITH LOCAL BUSINESSES FOR DISCOUNTS.

Partner with local businesses for discounts. This tactic works two-fold! By asking local businesses for a partnership, you can reach the business owners as well as the community by offering discounts on their goods. Here are a few examples of businesses and discounts:

- Partner with a landscaping company and offer a neighborhood you'd like to list in discounted yardwork.
- Partner with a local nursery to give your sphere plants, flowers, or other gardening supplies.
- Partner with a business that offers outdoor activities/experiences like whitewater rafting or boat tours. Offer your sphere discounted admission.
- Partner with Habitat for Humanity and offer a volunteer opportunity for your sphere.

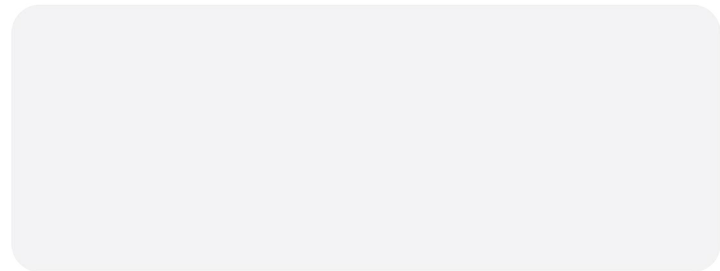


HOST A GIVEAWAY ON FACEBOOK OR INSTAGRAM.

Free things will always be engaging, especially an event or experience. Ask your friends and followers to share or comment why they enjoyed working with you or ask them to tag their friends and followers for a chance to win. Here are a few ideas of items you can giveaway on your social media:

- Tickets to a concert
- Drive-in movie or theater tickets
- Fair tickets

CREATE YOUR OWN:



OPEN HOUSE STRATEGIES AND CONTENT

Do you have a full lineup of open houses this summer? We've put together some strategies and content items you can use to spend less time working and more time relaxing.

- ✓ Explore unique strategies and hone in a starting point with [these tips](#)⁽³⁾ from our CEO and Co-Founder.
- ✓ Opt for some non-traditional and creative marketing tactics like [these](#)⁽⁴⁾!
- ✓ Pack your open house with the right people using these [10 tips](#)⁽⁵⁾.
- ✓ Advertise with attractive flyers. Like this bright and bold [flyer](#)⁽⁶⁾ from our Adventure Series or classic and [elegant](#)⁽⁷⁾ from our Showcase Series.
- ✓ Provide a handheld for your open visitors to takeaway such as a task [checklist](#)⁽⁸⁾.

Didn't see anything you liked? Check out our entire collection of [Open House Items](#) ⁽⁹⁾

Links:

(3) <https://bit.ly/38LYZsX> (4) <https://bit.ly/3Nh6kzL> (5) <https://bit.ly/3xfdrmz> (6) <https://bit.ly/3anmzwC>
(7) <https://bit.ly/3x8a1Rq> (8) <https://bit.ly/3NPOMuj> (9) <https://bit.ly/3anqyJf>

FOLLOW-UP SECTION

Do you have a full lineup of open houses this summer? We've put together some strategies and content items you can use to spend less time working and more time relaxing.

Here are some ideas on how to do so:

- **Call, email, text, or even send thank you cards with a thoughtful note inside.** Calls are the most impactful and important as you can use this time to ask for business or present new opportunities over conversation. To really stay on top of this action, use your calendar to schedule times for calls. Whether it be setting aside 30 minutes twice a week or specifically scheduling a call with contact A, this will hold you accountable.
- **Utilize a CRM (Customer Relationship Management) software and pair with drip campaigns.** Using a CRM will allow you to be extremely efficient, organized, and strategic in how you connect with your contacts. You can create lists within your CRM such as hot or cold leads. Then take these lists and set up drip campaigns. This campaign style will send automated emails when a contact sets off a trigger such as subscribing to your mailing list. Read more about how drip campaigns work [here^{\(10\)}](#).
- **Don't be afraid to ask. If you're on a call, in person, or communicating over email - ask, ask, ask.** Are you thinking about buying or selling? How can I help with real estate? Do you have any questions regarding the market? What is holding you back from buying/selling? Not only are they great ways to start a conversation, but it's important to listen to your clients/potential clients so you can best serve them.

If you adopt these strategies, we know you'll have a prosperous summer with your marketing!

Links:

(10) <https://conta.cc/3Mcm2KZ>

JOT DOWN YOUR IDEAS: