

**MARKETING MEETING**

**NOVEMBER 4TH**

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# **MARKETING OFFERINGS & MONTHLY SOCIAL UPDATES**

# PRE-LISTING APPOINTMENT

- Send your personalized digital listing leverage
- Connect with Lauren on getting your listing leverage printed
- Send one pager on why list with us
- Connect with Lauren on a printed why list with us one pager
- Record a short video sharing your excitement before the appointment so they can hear your voice/see what you look like beforehand
- Record a short video explaining a listing agreement
- Luxury listings: send [luxury\\_listing\\_marketing\\_presentation](#)

# PRE-BUYER CONSULTATION

- Send your personalized buyer's guide
- Connect with Lauren on getting your buyer's guide printed
- Record and send a short video sharing your excitement before the appointment so they can hear your voice/see what you look like beforehand
- Record and send a short video explaining a BRA

# NEW LISTING

- Upload YouTube video (if included in media) with optimized description, tags and hashtags
- Story graphic posted to social media
- Social media post with caption and photos provided to you to post
- Customized Marketing as a Service template
- Flyer
- Just listed postcards
- Added to our weekly newsletter to database (21,000 contacts)

# NEW LISTING

- After 2 weeks on the market:
  - Collaboration social media post from REMAX Results and Fitzpatrick Team
- After 30 days on the market:
  - Connect with marketing on additional efforts; is there a story to tell (the history, why they loved the house, etc.)
  - Options: additional postcard mailer, reel(s), letter to neighbors, YouTube video, Leverage RE advertising, AI video through REMAX, agent video
- After 60 days on the market:
  - Revisit above list; consider potential price reduction, updated media or updated description

# NEW LISTING \$1M+

- Everything from the previous list plus the below
- Social media post (including LinkedIn)
- Listing packet
- YouTube video with optimized description, tags and hashtags
- Website landing page
- Leverage RE exposure
- REMAX Collection exposure
- Submit to REMAX Global Passport

# NEW LISTING \$1M+

- After 30 days on the market: discuss additional staggered marketing efforts
  - Is there a story to tell (the history, why they loved the house, etc.)
  - Letter to neighbors
  - Additional postcards
  - Lifestyle video highlighting how the home is lived in and local spots
  - Blog/article about the home and the lifestyle it offers
  - Flyer distribution to high-end local businesses
  - Email campaign to our database
  - Social media boosted posts for further reach
  - Google ads for additional viewership
- After 60 days on the market
  - Revisit above list, discuss potential price reduction, updated media, updated description



## **NEW RENTAL**

- Story graphic posted to social media

## **OPEN HOUSE**

- Story graphic on Fridays posted to social media

## **PRICE IMPROVEMENT**

- Story graphic posted to social media
- Social media post with captions and photos provided to you

# UNDER CONTRACT

- Story graphic posted to social media

# SOLD | UNDER \$750K

- Story graphic posted to social media

# SOLD | OVER \$750 OR UNIQUE PROPERTY

- Social media post

# POST-CLOSE TO GET YOUR NEXT LISTING

- Social media post congratulating your client
  - Collaborate with your clients on the post (if they are comfortable with that)
- Add to your Instagram Highlights
  - Create one; name suggestion: Seller Success Stories
- Ask client if they are going to post their closing gift on social media to tag you
- Just sold postcards to neighborhood linking to media
  - If multiple offers - “buyers are looking in your neighborhood” message
- Letters to neighbors linking to media
  - If multiple offers - “buyers are looking in your neighborhood” message
- Door hanger linking to media
  - If multiple offers - “buyers are looking in your neighborhood” message

# POST-CLOSE TO GET YOUR NEXT LISTING

- Add the sale to your Google Business Page
- Ask the client for a testimonial/review
  - Ask them to do this on video if you have that kind of relationship
- Post the review on your social media (use templates from marketing)
- Ask the client if they have any referrals
- Film a short case study video (“How we sold [address] in X days”)
  - Post the video on your social media
- Post a success story blog
- Set a reminder to check in after one month to see how your clients are doing
  - Message can include a referral plug
  - Offer a complimentary home valuation or market update for their friends or family who may be thinking of selling

# POST-CLOSE TO GET YOUR NEXT BUYER

- Social media post congratulating your client
  - Collaborate with your clients on the post (if they are comfortable with that)
- Add to your Instagram Highlights
  - Create one; name suggestion: Happy Homeowners
- Ask client if they are going to post their closing gift on social media to tag you
- Ask the client for a testimonial/review
  - Ask them to do this on video if you have that kind of relationship
- Post the review on your social media (use templates from marketing)

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- Post the video on your social media
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# SOCIAL MEDIA UPDATES

- New Editing tools in Edits App
  - They added a teleprompter mode! You can now upload a script and it will show up on your phone screen as you record
  - Posting from Edits app will also help your reach
- Trial Reels
  - Publishing reels as a “test” to see if a hook, CTA, or format will boost your video - use aesthetic fonts and reel covers
  - Warning: Instagram is penalizing duplicates - ensure each trial reel is unique in the hook or angle
- LinkedIn Analytics
  - Expanded analytics for posts and articles - look deeper into metrics
  - Need content to post? MAXEngage has a handful of relevant articles you can easily share

# AD CAMPAIGN

- The 2026 National Digital and Social Ad Campaign is back!
  - Apply through MAXEngage
  - Add location, social media handles, and explain why you would be a good fit for this campaign.
  - “We are seeking agents who can deliver high-quality storytelling. Chosen agents will be provided with video brief topics and will film authentic, engaging content, while our team takes care of all editing.”
  - Everyone should apply! This is your chance to be featured on a national level



# GRATITUDE VIDEO

- Film a vertical video of yourself on your phone
- Your kids, dogs, cats, etc. can be in it
- Say “My name is X and I am grateful for X”
- Send your video to Julia for a Thanksgiving reel
- These are due THIS FRIDAY, November 7th
- If you would like help filming, reach out to marketing

# VOTE FOR BEST OF NEWPORT COUNTY

- REMAX Results and Tyler Bernadyn



# TEMPLATES TO PROMOTE ON SOCIAL

NEWPORTLIFE  
MAGAZINE



BEST  
*of Newport County*

**REMAX RESULTS**  
**(THE FITZPATRICK TEAM)**  
REAL ESTATE AGENCY

**TYLER BERNADYN**  
REAL ESTATE AGENT



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