

MARKETING MEETING

NOVEMBER 4TH

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
- Post a success story blog
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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



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