

# MARKETING MEETING

OCTOBER 21ST

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**MONTHLY  
MEDIA DAY**

# MONTHLY MEDIA DAYS

- One day every month will be our “Monthly Media Day”
- Julia will be set up in the media room all day long
- Everyone will book time to record **at least one video** on that day
- All the equipment will be set up, energy will be high, everyone will be camera ready — it will be fun!
- You are always welcome to reach out to Julia to record videos outside of these media days

# BUYER SPECIFIC VIDEOS

- Buyer Guide
- Pre-Buyer Consultation
- BRA Explanation



# SELLER SPECIFIC VIDEOS

- Listing Leverage
- Pre-Listing Appointment
- Listing Agreement Explanation



# UNDER 1-MINUTE SOCIAL MEDIA VIDEOS

- Should I Buy Now or Wait
- The First Step to Buying a Home
- Why Fall is a Great Time to Sell
- One Thing Buyers Don't Realize About Offers
- Local Spotlight
- 3 Quick Fixes Before You List
- Myth Busting: Renting vs. Buying
- What's One Thing an Agent Actually Does?



# WHAT TO DO

- **If you have booked time with Julia**
  - Finalize your script(s) and practice!
- **If you haven't booked time with Julia**
  - Book time for this week
  - Plan your video(s)
    - If you haven't recorded your new Buyer Guide and Listing Leverage — start there!
    - If you have — pick at least two videos you are going to record this month

# LINK TO THE ENTIRE SCRIPT LIBRARY

(SAVE THIS SOMEWHERE!)



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