

# MARKETING MEETING

## FEBRUARY 25TH

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WHAT'S GOING ON  
IN THE MARKETING  
DEPARTMENT

# AGENDA

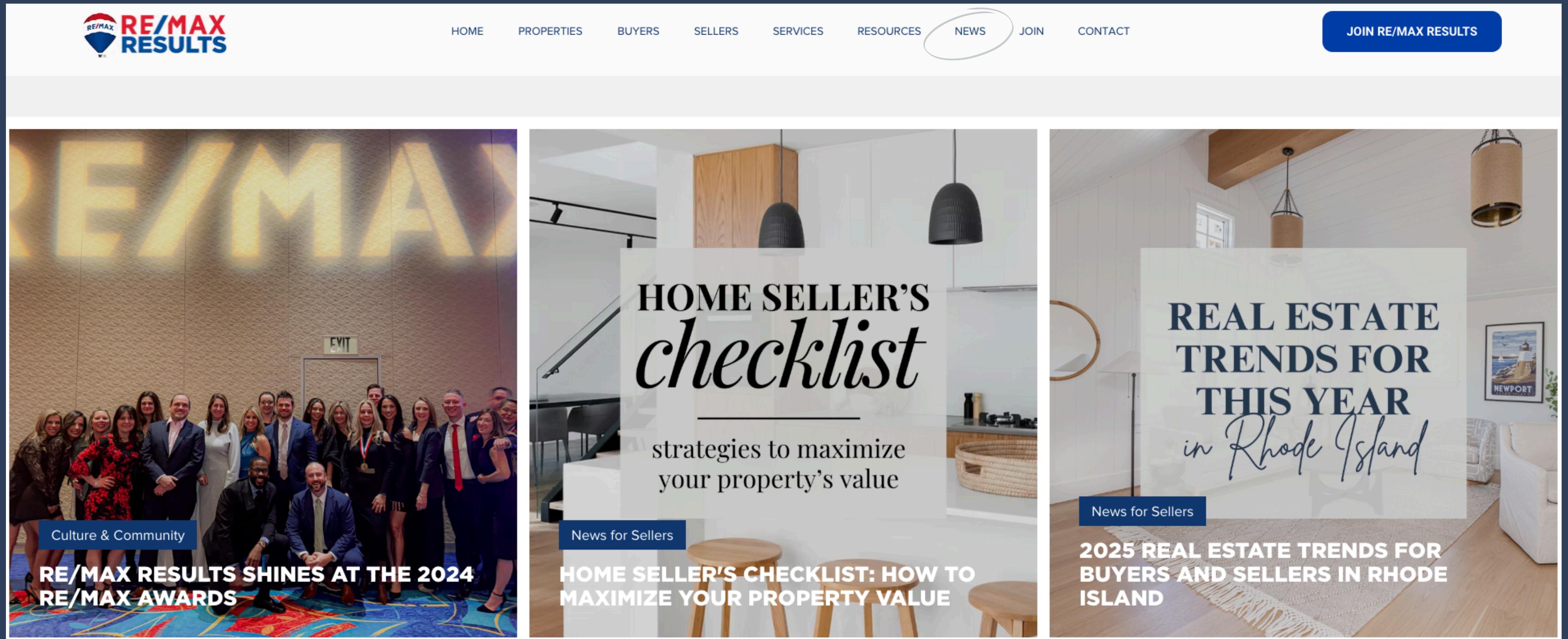
- Meet Julia
- Content updates
  - What we have started
  - Social media changes happening
  - What's coming
- Agent shout outs
- Meeting topic suggestions

# MEET JULIA

# CONTENT UPDATES

- Monthly blogs
  - Sharing on social media
  - Featuring in the Fitzpatrick Team newsletter
  - January: Real Estate Market Trends for 2025: What Buyers and Sellers Need to Know and Ben Willett Team Announcement
  - February: 2025 Home Seller's Checklist: How to Maximize Your Property Value and 2024 RE/MAX Awards
  - March: How to Navigate the Real Estate Market in 2025 as a First-Time Buyer
  - Please use these as a resource for your social media, conversations with your clients, etc.

# CONTENT UPDATES



**RE/MAX RESULTS**

HOME PROPERTIES BUYERS SELLERS SERVICES RESOURCES **NEWS** JOIN CONTACT **JOIN RE/MAX RESULTS**

**Culture & Community**

**RE/MAX RESULTS SHINES AT THE 2024 RE/MAX AWARDS**

**News for Sellers**

**HOME SELLER'S checklist**  
strategies to maximize your property's value

**News for Sellers**

**HOME SELLER'S CHECKLIST: HOW TO MAXIMIZE YOUR PROPERTY VALUE**

**News for Sellers**

**REAL ESTATE TRENDS FOR THIS YEAR in Rhode Island**

**2025 REAL ESTATE TRENDS FOR BUYERS AND SELLERS IN RHODE ISLAND**

# CONTENT UPDATES

- New listings
  - When a property is listed, it will get an Instagram/Facebook story within 24 hours
  - It will get an Instagram/Facebook carousel post within one week of being listed
- Open houses
  - Instagram/Facebook story the Friday before
- Sold properties
  - Adding these to the post list, within one week of being sold, it will get an Instagram/Facebook post

# CONTENT UPDATES

- Agent spotlight videos
  - Starting soon
  - Recording these videos in house with marketing
  - List of questions to choose from that you want to answer
  - Will share these out on social media
  - Post to your personal YouTube and social channels
  - Leverage across other marketing assets

# CONTENT UPDATES

- New buyer and seller presentations are coming

# CONTENT UPDATES

- FAQ social media series
  - Will be starting this
  - What questions do you get often that would be helpful to include?



# SHOUT OUTS

- Jeanne's Guide to Newport
- Joan's Real Estate on the Rocks video series
- Nicole's mailer with buyer and seller discounts with local partners
- Lauren's Private Club Living Magazine Ad

HELPING YOU NAVIGATE THE REAL ESTATE MARKET EVERY DAY



THE QUINN GROUP  
RE/MAX  
RESULTS

ACE YOUR NEXT MOVE WITH THE BEST IN RHODE ISLAND

Lauren Peters has been in the real estate industry for over ten years and is known for matching people with homes that complement their passions.

Her clients say, "Lauren helped us find and buy our dream home. You will not find a nicer, more hard working, knowledgeable, and professional realtor. Lauren goes above and beyond and I highly recommend her!"

Whether you're buying, selling, investing, or simply seeking expert advice, connect with Lauren today to get the conversation started.



LAUREN PETERS  
REAL ESTATE BROKER  
THE QUINN GROUP AT RE/MAX RESULTS  
401-932-5835 | LAURENPETERSREALTOR@GMAIL.COM



## GET A SLICE OF THESE REAL ESTATE DEALS

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Nicole Noury

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# UPCOMING MARKETING MEETINGS

- What topics do you want to see covered?



# MARKETING MEETING

## FEBRUARY 25TH