

2017 REAL ESTATE MARKETING PLAN

Get started now before the competition to get more leads, listings, and sales!

MARKETING TIMELINE

DECEMBER 2016

Stay on the wall, fridge or desk all year long with a 2017 Calendar.

NOVEMBER 2016

Don't wait until December to send holiday cards. Show your appreciation with Thanksgiving Greeting Cards.

Q1 2017

A quarterly newsletter highlights new listings, recently sold homes, community events, and home tips.

JANUARY 2017

Start the year off right with an action-oriented postcard. Offer free home evaluations or market analysis to generate new leads.

Q2 2017

Time to send your next quarterly newsletter!

APRIL 2017

Send an Every Door Direct Mail piece to all the homes in your farm! Showcase your Just Sold or Just Listed Home with a postcard or door hanger.