

Welcome to TCTIMES

Hi Friend!

August is here and it isn't just about back-to-school—it's about getting back to business with fresh energy and clear priorities. It's the perfect moment to pause, reflect on the progress you've made, and get strategic before the fall rush hits.

In this newsletter, I'll be sharing strategies to help you tidy up your systems, refresh your marketing presence, and nurture those client relationships that turn into repeat business. From practical TC tips to creative ways to stay top of mind with your sphere, everything is designed to help you finish Q3 with clarity and confidence.

So whether August feels like a breather or a busy stretch, it's a great time to take small steps that make a big impact. Let's use this month to reset, realign, and get ready for what's next.

Marketing Edge

BACK-TO-SCHOOL SURVIVAL KIT DROP-OFF

Deliver small "survival kits" to past clients or your farm area filled with fun and useful back-to-school items like mini hand sanitizers, sticky notes, highlighters, and coffee gift cards for parents. Include a branded tag that says, "You've got this! Wishing you a smooth start to the school year — and I'm here if you need anything real estate-related too!" This thoughtful, low-cost gesture keeps you top of mind while showing you care.

SUNSET SIPS & HOME TIPS

Host a casual happy hour at a local patio or rooftop bar as summer winds down. Invite your sphere, co-op agents, or past clients for a drink on you, and share a quick 3-minute market update or staging tip as the sun sets. Tagline idea: "Let's raise a glass to the summer market and your next move." It's social, seasonal, and positions you as a trusted expert without being salesy.

"ASK ME ANYTHING" AUGUST

Dedicate one day each week in August to a live Q&A on Instagram or Facebook Stories. Promote it with teaser posts and encourage people to submit their questions about buying, selling, investing, or the local market. Tagline: "Curious about real estate? I'm here to answer—no strings, no sales pitch." This builds trust, showcases your knowledge, and keeps your content valuable and interactive.

END-OF-SUMMER MOVIE NIGHT IN THE PARK

Host a family-friendly outdoor movie night in a local park or neighborhood green space. Provide popcorn, water bottles with branded labels, and lawn games before the movie starts. Tagline idea: "Let's close out summer with a blockbuster night—brought to you by your neighborhood real estate pro!" It's a great community event that builds face-to-face trust and brand recognition.





August Transaction Tip

Standardize Your Document Naming Process

One small habit that makes a big difference? Use consistent, clear naming for your transaction documents. I personally like to label files like this:

[Document Type] – [Short Address]

For example:

“Sellers Property Disclosure – 123 Main St”, or
“Contract – 456 Elm Ave”

This method keeps everything easy to find at a glance, especially when you're managing multiple deals. Clean files = fewer headaches!



TC Support That
Moves You Forward

August is all about setting the tone for a strong finish to the year—and that starts with streamlined systems and solid support. My transaction coordination services are here to give your business that extra edge. I handle the behind-the-scenes work—from contracts and timelines to compliance and communication—so you can stay focused on what really moves the needle: your clients and closings. Whether you're wrapping up summer deals or getting ready for a busy fall, I'll help you stay organized, professional, and a step ahead. August is the perfect time to reset and realign your workflow—and I'm here to make that easier than ever. Let's finish Q3 strong—with less stress and more structure.



Stay Connected!

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