

# Welcome to TC TIMES

Hi Friend!



February brings a different kind of momentum; steady, intentional, and rooted in connection.

This month is all about strengthening relationships, refining the systems you started the year with, and showing your business a little extra care. It's the perfect time to check in on your goals, adjust what isn't working, and double down on the strategies that will carry you through 2026.

I'll be sharing ideas to elevate your client experience, tighten up your processes, and infuse more heart into your marketing; because consistency and connection are what truly grow your business.

Think of February as your reset between "new year energy" and spring surge. Take a breath, get intentional, and let this month set you up for a more efficient, stress-free year.

## Marketing Edge

### **"SPREAD THE LOVE" COMMUNITY HIGHLIGHT CAMPAIGN**

Choose a local business each week in February and feature them on your social media. Share their story, what they offer, and why you love them, while encouraging your audience to support local. This positions you as a connected community resource and builds goodwill with local partners who may refer clients back to you.

### **"HEART-TO-HOME" BUYER & SELLER FAQ GUIDE**

Create a short, branded February PDF that answers the top questions buyers and sellers are asking right now. Keep it simple...timelines, expectations, tips to avoid delays, and what a clean contract looks like going into spring. It's a high-value resource you can share via email, social media, or DM whenever someone starts hinting they may be ready to buy or sell soon.

### **"HEARTS & HOMES" POP-BY IDEA**

Pick up a local bakery cookie and attach a tag that says, "A sweet treat for a sweet month. When you're ready for your next chapter, I'm here to help make it seamless." It supports local businesses and delights clients.



# Transaction Tip

## New year, new Seller's Property Disclosure!

The SPD has been updated for 2026 and is now needed for all new Under Contract files. If you use DocuSign, this means you also need a new template for your SPD on your listings. Setting this template up now, instead of when you need it urgently, is a great way to get set up for 2026!

Don't forget to make sure your buyers are receiving this updated version as well.

Need help with this? Just let me know!



## Find Your February Flow with TC Systems That Simplify Everything

February brings a steadier rhythm and a chance to fine-tune the systems you set in motion at the start of the year. It's the perfect moment to organize your pipeline, reconnect with clients, and prepare for the busy spring season ahead. Our transaction coordination team is here to make that easier by keeping your files clean, your deadlines tight, and your communication flowing so you can stay focused on listings, relationships, and the work that actually grows your business. Step into this month with clarity, calm, and a TC team that supports you from contract to close. Here's to smoother transactions, stronger momentum, and a February that sets you up for a winning year.



Stay Connected!

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