

Welcome to TC TIMES

Hi Friend!

January is here and it's the fresh start we've all been waiting for.

This month is all about new energy, renewed focus, and intentional planning. It's your chance to set the tone for the year ahead by refining systems, establishing goals, and mapping out the strategies that will move your business forward in 2026.

I'll be sharing ideas for refreshing your marketing presence, and building habits that create consistency and growth all year long.

Think of January as your reset button, a blank page ready for possibility. Start strong, stay intentional, and let this be the month that sets the pace for your most productive and fulfilling year yet.



Marketing Edge

"JANUARY JUMPSTART" EMAIL SERIES

Create a short three-part email series called "January Jumpstart" that delivers value to your audience right out of the gate. The first email could be a "New Year Market Snapshot," the second a "Declutter Before You List" checklist, and the third a "2026 Real Estate Goal Planner." Each email should end with a simple CTA like "Schedule your 2026 strategy session" or "Let's make your home goals happen this year." This builds momentum while keeping your name in their inbox consistently.

"VISION BOARD & MARKET TALK" WORKSHOP

Host a "Vision Board & Market Talk" event, either in person or virtually, where clients and community members can set intentions for the new year. Provide supplies or a printable vision board template branded with your logo. As attendees plan their goals, share insights on 2026 real estate trends and homeownership opportunities. End the event with a giveaway or freebie, like a "Real Estate Goals Workbook." It's the perfect way to mix inspiration with industry expertise.

"OUT WITH THE OLD" DONATION DRIVE

Partner with a local charity or shelter to host an "Out with the Old" January donation drive for gently used clothes, toys, or home goods. Set up a drop-off station at your office or a local business with a sign that says, "Making room for your 2026 dreams starts here." Share before-and-after photos of your team donating to inspire others. It's community-centered marketing that reinforces your values and local connections.

"GRATITUDE GRAM" MAILER

Send handwritten "Gratitude Grams" to your 2025 clients, partners, or prospects thanking them for their trust and wishing them success in the year ahead. Include a small scratch-off card that reveals a fun message like "You deserve a year of success!" or "Let's make 2026 your best year yet." Add your business card and a QR code that links to your January newsletter or freebie. This low-cost but heartfelt gesture creates instant connection and sets a warm tone for the year.



Tips for the New Year

Utilize a Task-Management System

Once you have determined your 2026 goals and plan to achieve those goals, document your to-dos in a Task Management system such as **Asana, Trello, or Monday**. Put any recurring to-dos in there for the whole year so you are all set up right away, and won't have to memorize them every month or week. For example:

- Every Monday, you could send an update on your files to your buyers/sellers.
- Every 15th of the month, you could spend an hour working on your social media for the next month.

These are just a couple examples. Whatever your goals and action-steps are, documenting them early with automatic reminders will set you up for success when life and business start to get busy!



A new year brings new goals, listings, and opportunities to reset your business routines. After the hustle of the holidays, it's the perfect time to get organized, refocus, and set the tone for a productive year ahead. Our transaction coordination team is here to help you start strong, keeping contracts moving, timelines on track, and communication seamless so you can focus on what really matters: growing your business and enjoying a little more breathing room in the process. Step into the new year with clarity, confidence, and a support team that's got your back every step of the way. Here's to smooth closings, big wins, and your best year yet.



Stay Connected!

Nikole Stevenson

970.599.1172

Nikole@BrokerreliefTM.com

[@BrokerReliefTM](https://www.BrokerReliefTM.com)

