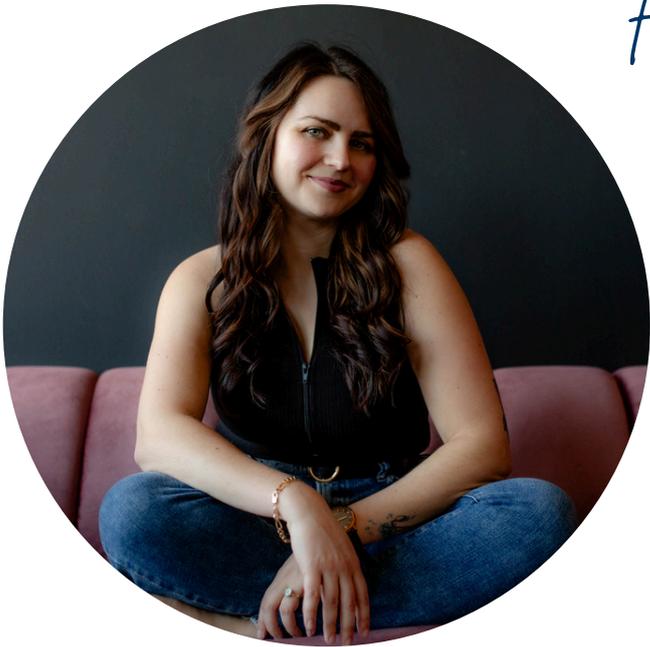


Welcome to TCTIMES

Hi Friend!



Fresh month = fresh momentum — As we step into this new month, it's time to shake off any lingering spring slump and the perfect time to pour some extra energy into your business. Whether it's fine-tuning your systems, nurturing client relationships, or finding creative ways to stand out — May is your chance to make a bigger impact.

This month, I'm sharing creative marketing ideas to help you stand out, compliance tips to make your files cleaner, and simple ways to stay top-of-mind with your clients. Small, intentional touchpoints can go a long way in building loyalty and setting you apart — and I'm here to help you do just that!

So let's make the new month a month of major wins, fresh inspiration, and plenty of smooth-sailing transactions. Sound good? Let's get after it!

Marketing Edge

"MAY THE HOMES BE WITH YOU" EMAIL NEWSLETTER



Tip: Send this one on the 4th!

Send a fun email titled "May the Homes Be With You" and create a whimsical, Star Wars-inspired home-buying guide. This fun, thematic twist will catch readers off guard and make them smile, all while highlighting listings. It's quirky, relevant to the theme, and still drives potential clients to take action!

MEMORIAL DAY "HOMEFRONT HEROES" TRIBUTE:

Create a touching Memorial Day tribute by inviting the community to share stories and memories of their hometown military heroes. Compile these into a short video or reel, which can be shared on your website and social media. For every share or submission, pledge to donate to a veterans' charity.

"MOM'S DAY OFF" REAL ESTATE RETREAT

Offer a luxurious day of relaxation and inspiration for local moms. Partner with a local spa to provide a pampering session, including massages, facials, etc. at a luxury listing. At the end of the day, each mom receives a custom gift bag with home décor tips, a coupon for a home consultation, and perhaps a gift certificate to a local restaurant for a well-deserved dinner out. This idea makes moms feel celebrated while subtly promoting your real estate services in an unforgettable and high-end way!

"SUMMER PREP" SOCIAL MEDIA SERIES

Create a "Summer Prep for Your Dream Home" social media series, where each week you share unique tips on getting homes ready for summer. This could include staging tips for summer décor, the best outdoor furniture for Colorado weather, or fun DIY projects for sprucing up a patio. At the end of the series, invite your followers to book a Summer Home Consultation where you walk them through the steps for getting their home ready to sell or helping them find their dream summer property.



Compliance Tips



Did you know?

DORA's Commission Position 19 states: "...Brokers are strongly encouraged to complete the Commission-Approved Closing Instructions, deliver the Closing Instructions to the title company with the earnest money, and have them signed by all parties, including the title company."

Note: This is a Position, not necessarily a "rule", but it would be best practice to complete the **Commission-Approved Closing Instructions** instead of using the Title-provided Closing Instructions which are executed at Closing.

Common Corrections

Here are a couple corrections that I see commonly needed within transactions. Paying special attention to these details when drafting documents will save you from future corrections being necessary! 😊

- 1) Name spelling:** make sure to double-check the names on all documents, especially ones that the other agent sends you. They may not be correct!
- 2) Contract date:** double-check the contract date listed on Amends, Inspection Objections/Resolutions, Source of Water, Closing Instructions, etc.



Keep calm & close deals!

The market is buzzing and your schedule is packed with showings, offers, and negotiations. But between managing client expectations, marketing your listings, and keeping up with new opportunities, who has time to track deadlines, chase signatures, and ensure every contract detail is in place? That's where I come in! Think of me as your behind-the-scenes powerhouse, handling all the paperwork, deadlines, and signatures so you don't have to. No more late nights or scrambling to keep up. This May, let's clear the clutter and get you out of the paperwork pile! Ready to pass it off and breathe a little easier? Let's chat!



Stay Connected!

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