

Welcome to TCTIMES

Hi Friend!



November is here and the year's final stretch has officially begun.

With the holidays around the corner, this month is all about balance and wrapping up business goals while making space for gratitude and connection. Now is the perfect time to streamline your systems, nurture your client relationships, and make sure your marketing has the momentum to carry you into the new year.

This month, I'm sharing practical ways to stay visible without adding stress, simple touch points that show appreciation to your clients, and ideas to keep your processes running smoothly while things get busy.

Think of November as the calm before the holiday hustle. Set your intentions now, and you'll glide into December with clarity and confidence.

Let's finish strong, stay grateful, and keep building the kind of business you're proud of.

Marketing Edge

"GRATEFUL FOR GOOD NEIGHBORS" GRATITUDE CAMPAIGN

Set up a temporary "Gratitude Wall" at a local coffee shop, park, or community event. Provide sticky notes and markers for people to share what they're thankful for in the neighborhood. Brand the wall with your logo and a QR code that links to a landing page where participants can enter a raffle for a Thanksgiving gift basket (sponsored by you). You'll collect emails, connect with locals, and position yourself as the agent who invests in community spirit.

"STUFF THE PANTRY" FOOD DRIVE WITH A REAL ESTATE TWIST

Host a doorstep food drive: drop branded grocery bags at doors in your farm area with a note saying, "Let's fill this bag with kindness." Arrange a pickup day the week before Thanksgiving, then donate to a local pantry. Include your card with messaging like, "I take pride in filling pantries and homes—let me help you find yours." This positions you as a connector and community leader while creating natural conversation starters at the door; all while making a true positive difference in your community.

"FOOTBALL & FORECAST" MARKET REPORT

Leverage football season by delivering branded game-day snack packs (think popcorn, chips, or local BBQ sauce mini bottles) with a flyer titled "Market Forecast + Football Schedule." On one side: the remaining NFL schedule with your logo. On the other: a quick snapshot of the local real estate market. Add a playful tagline like, "Whether it's touchdowns or finding you a home, I've got the playbook for success." It's festive, fun, and useful.

"HOME FOR THE HOLIDAYS RECIPE SWAP" DIGITAL CAMPAIGN

Create a beautifully branded recipe card template in Canva. Ask past clients and your sphere to send in their favorite holiday side dish or dessert. Compile them into a digital "Recipe Book" and send it out the week before Thanksgiving. Add a warm intro note and a CTA like, "If moving is on your menu for 2025, I'd love to help you cook up a plan." This creates shareable, personal content while keeping your name at the dinner table (literally).



The Power of a Clean Inbox

A cluttered inbox is a cluttered mind — and a missed deadline waiting to happen!

Try adopting a simple email organization system that keeps you on top of every deal:

- Create main folders for each stage of your business:
 - 🏠 Listings
 - 📄 Under Contract
 - 🏡 Sold
- Within each, create subfolders for each property (ex: 123 Main St). This keeps all correspondence for that transaction in one easy-to-find spot.
- Add a few workflow folders in your main inbox, like:
 - ✉ To Send Out – drafts or docs you need to send soon
 - 📅 Need to Log – items that belong in your CRM or file but don't have to go anywhere externally
 - ⏳ Awaiting Response – emails you're waiting on others for

Here's the key: if an email is still in your inbox, it still needs action. You can sort through your inbox, moving emails into each workflow category. Then, you can batch your time—tackle one folder at a time, focus fully, and keep your mind clear for what's next.

Once you've handled it, move it to its property folder. If it's in that folder, it's done. ✓



Your Secret Ingredient for an Easy-as-Pumpkin-Pie November

The holiday season may be full of gratitude, but it's also full of chaos. November is when listings need to close before year-end, clients want answers before they head out of town, and every hour on your calendar feels like it's already spoken for. **That's where we step in.** While you're busy being the trusted face of your business, we're behind the scenes keeping contracts moving, deadlines met, and clients happy. Think of us as the secret ingredient to your Thanksgiving recipe—saving you time, reducing stress, and making sure nothing gets burned in the process. **Don't let the holiday hustle gobble up your bandwidth.** Partner with our transaction coordination team and finish the year strong, with more space for family, clients, and maybe even that extra slice of pie.



Stay Connected!

Nikole Stevenson
970.599.1172

Nikole@BrokerReliefTM.com
www.brokerrelieftm.com

