

Welcome to TCTIMES

Hi Friend!



October is almost in session and it's time to stir the cauldron.

With Q4 creeping in, there's no better moment to tighten up your processes, re-engage your clients, and set the stage for a strong finish to the year.

This month, I'm diving into simple strategies to help you market your services without the overwhelm, and keep those agent relationships brewing.

I've also got some exciting news regarding Broker Relief!

Fall is the season of preparation and a little intention now can go a long way before the holidays hit full speed.

Let's stay focused, stay visible, and wrap up the year with purpose (and maybe a little candy).

Marketing Edge

"FALL AND FLAVORS" POP-UP EVENT

Partner with a local food truck and invite your clients, prospects, and neighbors to swing by for a seasonal treat on you. Think coffee, cider donuts, tacos, or pumpkin spice everything. Set up at a local park, neighborhood clubhouse, or even your own driveway. It's a relaxed way to stay top of mind, spark conversations, and generate referrals without the pressure of a formal client appreciation party.

"LOCAL LEGENDS & HAUNTED HOMES" EMAIL SERIES

Throughout October, send 2-3 short emails to your list featuring fun content like local haunted house history, common "horror story" homebuyer mistakes, or seller nightmares (and how to avoid them). Use subject lines like "Real Estate Fears You Can Skip This Fall." This kind of content builds trust and keeps you top of inbox without being overly salesy.

"PICK YOUR PUMPKIN" SOCIAL MEDIA GIVEAWAY

Post a fun fall-themed graphic and ask followers to comment with their favorite fall activity or emoji to enter. Choose a few winners to receive a gift card to a local pumpkin patch. Bonus points if you drop off mini bags of candy to a few extra local entries with a tag that says, "No tricks, just treats and a friendly reminder I'm here for all your real estate needs!" It's festive, interactive, and a great way to spark conversations with potential clients.



Big News...



We're growing! I'm thrilled to share that my business has expanded, and I've brought on a Junior Transaction Coordinator to join the team.

For my current clients, nothing changes — I will continue to personally handle your files with the same care and attention you're used to.

For **future clients**, some files may be assigned to our Junior TC as their primary point of contact. I'll remain involved as a support and licensed TC, available to assist whenever needed.

This growth allows me to:

- Ensure your files are always supported
- Foster a supportive team atmosphere with multiple TCs working together
- Continue raising the bar on top-tier service for Colorado real estate agents

I'll be introducing our Junior TC soon, but I couldn't wait to share the news — I am so excited to have her on the team!



While you're out there being the face of your business, we're making sure everything runs like clockwork in the background. No tricks, just treats, like faster closings, happier clients, and more time back on your calendar. Don't let the fall market haunt your schedule. Partner with our transaction coordination team and keep your business running like magic through the end of the year.



Stay Connected!

Nikole Stevenson

970-599-1172

Nikole@brokerrelieftm.com

@BrokerReliefTM

