

Welcome to TCTIMES

Hi Friend!

As we step into July, it's the perfect time to pause, soak up some sunshine, and give your business a mid-year check-in. Whether you're cruising through closings or using this season to reset and strategize, now's your chance to build momentum for the second half of the year.

In this newsletter, I'll be sharing smart ways to market yourself through the summer slowdown, some words of encouragement, and thoughtful client touch ideas that keep relationships strong (and referrals coming in).

So if you're ready to stay visible and finish the quarter with clarity and confidence, I've got you. Let's make July the month you blend ease and impact. Let's go!

Marketing Edge

COMMUNITY ICE CREAM TRUCK SPONSORSHIP

Partner with a local ice cream truck to sponsor a free treat day in a neighborhood you want to farm. Have branded signs, balloons, and a folding table nearby with your info and home value flyers. Tagline idea: "The market's heating up — enjoy a cold treat on me and let's chat about your summer real estate goals!" Families will love it, you'll get face-to-face time, and it positions you as the neighborhood go-to in a fun, low-pressure way.

LOCAL JULY EVENT ROUND-UP EMAIL OR BLOG:

Compile a branded list of local fireworks shows, festivals, splash pads, concerts, and summer camps happening in July — and email it to your database or post it as a blog or carousel on Instagram. Subject line: "Here's What's Poppin' in July — Local Events Inside!" Add a friendly note like: "While you're out enjoying summer fun, remember I'm here for your home goals whenever the timing feels right." This builds goodwill and keeps you top of mind as a community resource, not just a salesperson.

STARS, STRIPES & S'MORES POP-BY:

Drop off a festive s'mores kit to your top clients or farm area! Include graham crackers, marshmallows, chocolate, and sparklers, all tied together with a red, white, and blue ribbon. Add a tag that says: "Wishing you a sweet & spark-filled 4th of July! If you know someone house hunting this summer, I'd love to help make their next move just as sweet." It's nostalgic, family-friendly, and the perfect mix of thoughtful and memorable.





Encouragement Corner

Hang in there, Colorado agents—yes, it's a weird market right now. Listings are taking longer to sell, and the pace feels unpredictable, but that doesn't mean your hard work isn't paying off. You're navigating shifting conditions with resilience, creativity, and grit, and that matters more than ever.

Keep showing up, stay consistent, and remember: every market cycle turns, and your dedication now is laying the groundwork for big wins ahead. You've got this!



Breathe Easier This Summer
with Seamless TC Support

July brings a different kind of rhythm to real estate. With more flexible schedules, longer days, and a bit of breathing room, it's a great time to get intentional about your business. Whether you're nurturing leads, prepping for fall listings, or just taking time to reset, this season offers the perfect window to clean up your systems and tighten your processes. That's where I come in. My transaction coordination services give you the structure and support to run your business smoothly—without the stress. Whether you're working with out-of-town clients, juggling multiple offers, or prepping your next big listing, I can help you stay one step ahead.



Stay Connected!

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