



By The
Paperless Agent

Real Estate Marketing Calendar for Listings & Leads

02 Pre-Requisites for Getting Listing and Leads

1. You Must Be Present

Right now, you HAVE to be present in your market... with your sphere and all your contacts or connections. Everybody you know or are connected to you needs to hear from you now. This is THE TIME when those who will grab up market share are laying the foundation for all those connections, relationships and transactions to follow.

2. Your Message Matters

People need to hear from you. But WHAT they hear from you essential. If they see that you're freaking out, not taking things seriously, or absent, then that's exactly how they will interpret your character and competence. Which means what we say is critical. And people see us saying and doing is critical right now.

3. Show You Care

What do people you know need to hear from you? First they need to know you care. Every person alive wants to believe the professionals and businesses they interact with and trust care more than just about getting in their wallet. They want to believe you care about them as a human. And the fact is, you do. But you may not be showing it. We often doing show those who we care about the most the care we have for them. So we have to reach our right now and just say, "Hey, how are you?"

4. Contact Personally

The absolute most effective way to do this would normally be to hop in a car and see them. But that's not really an option if we want to really see people right now. So what's the next best thing? Connect with people via messaging, such as text messaging or social messaging, calling them, or even sending them personalized emails or notes.

5. Use Tools to Connect

The key to contacting people is individual, personal messages. But how can you do it the most efficiently? By using tools like FB Messenger to send personalized, 15 second videos to everyone you are connected to on Facebook.

03 Simple, 15-Second Messaging Campaign to Connect

Video Messaging

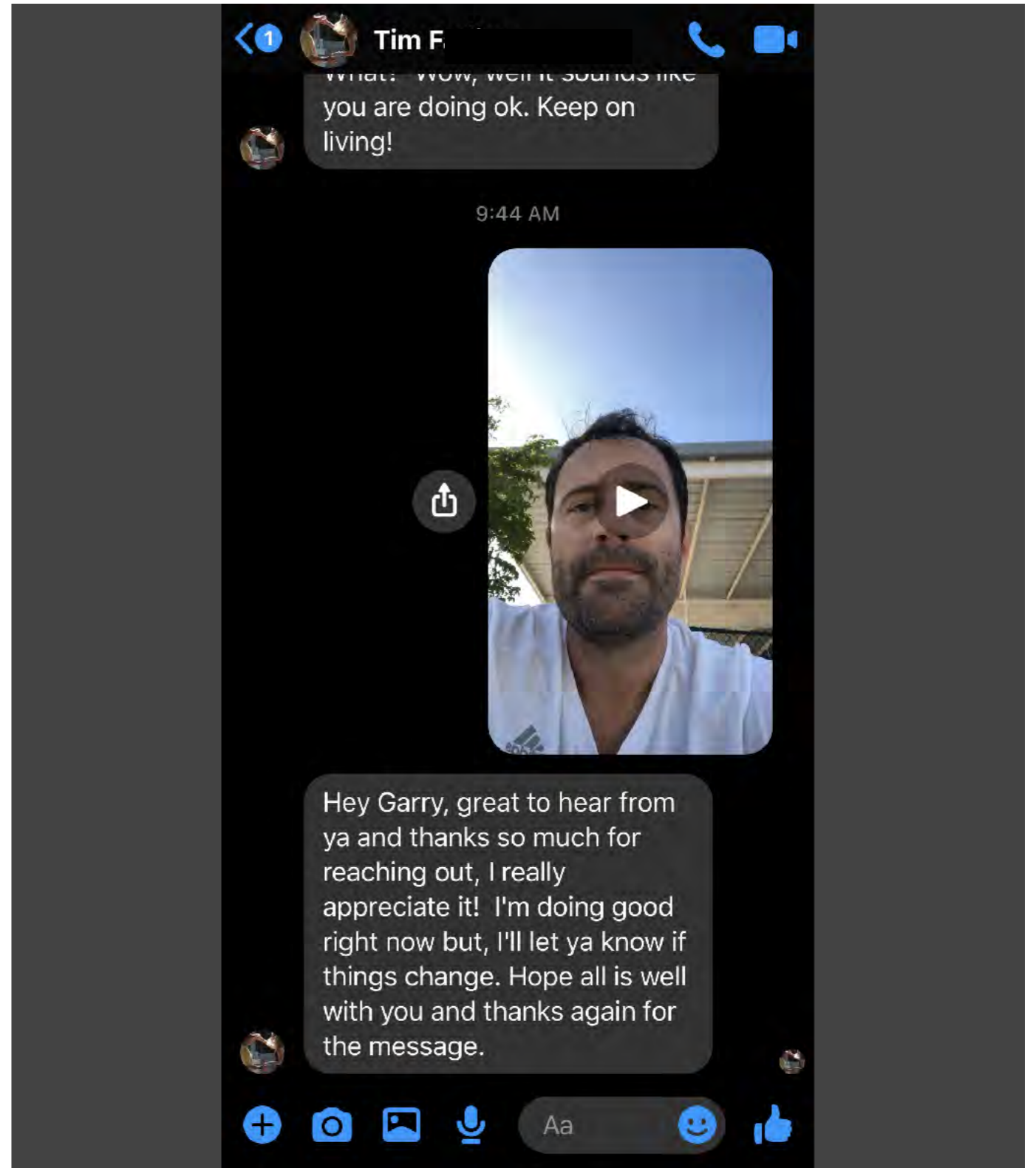
Using video messaging tools, such as text message videos, Facebook's Messenger, and others make it easy to show up powerfully in your contact's and connections messaging inbox. Using video in particular is useful because it builds affinity by showing your face and letting people hear your voice.

VIDEO SCRIPT

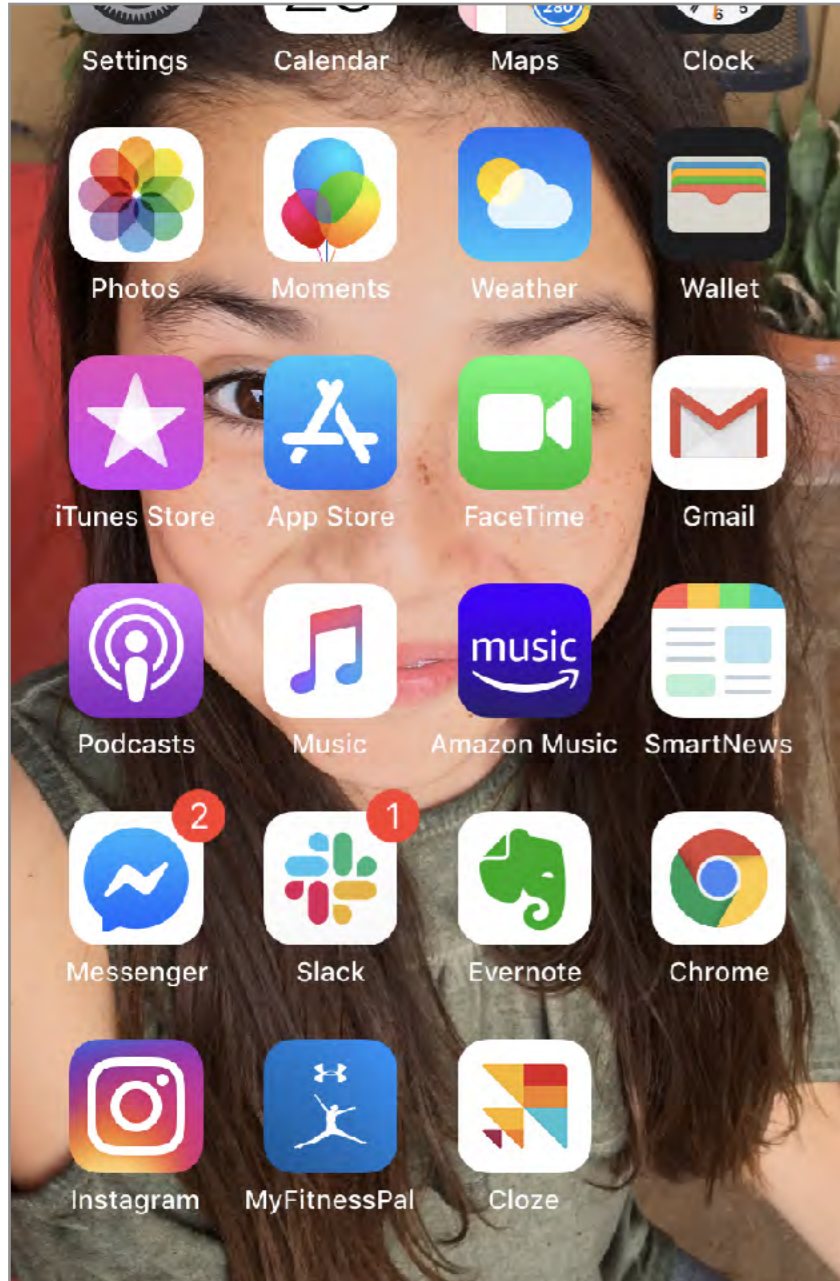
Hi {name}, I wanted to let you know that I'm thinking of you and sending this message to check in on you {and family}.

With everything going on, if there's ANYTHING I can do to help, please don't hesitate to reach out.

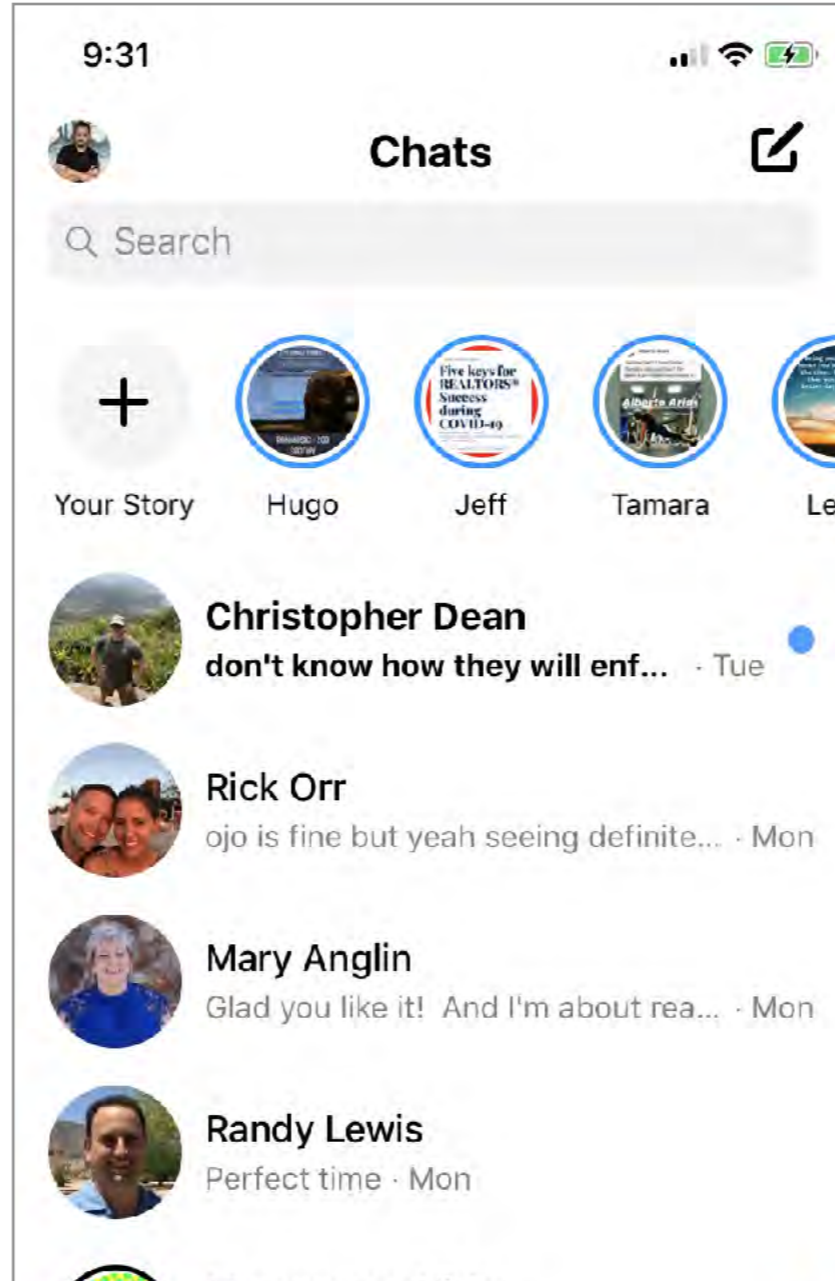
When you have a moment, let me know how you're doing. Take care!



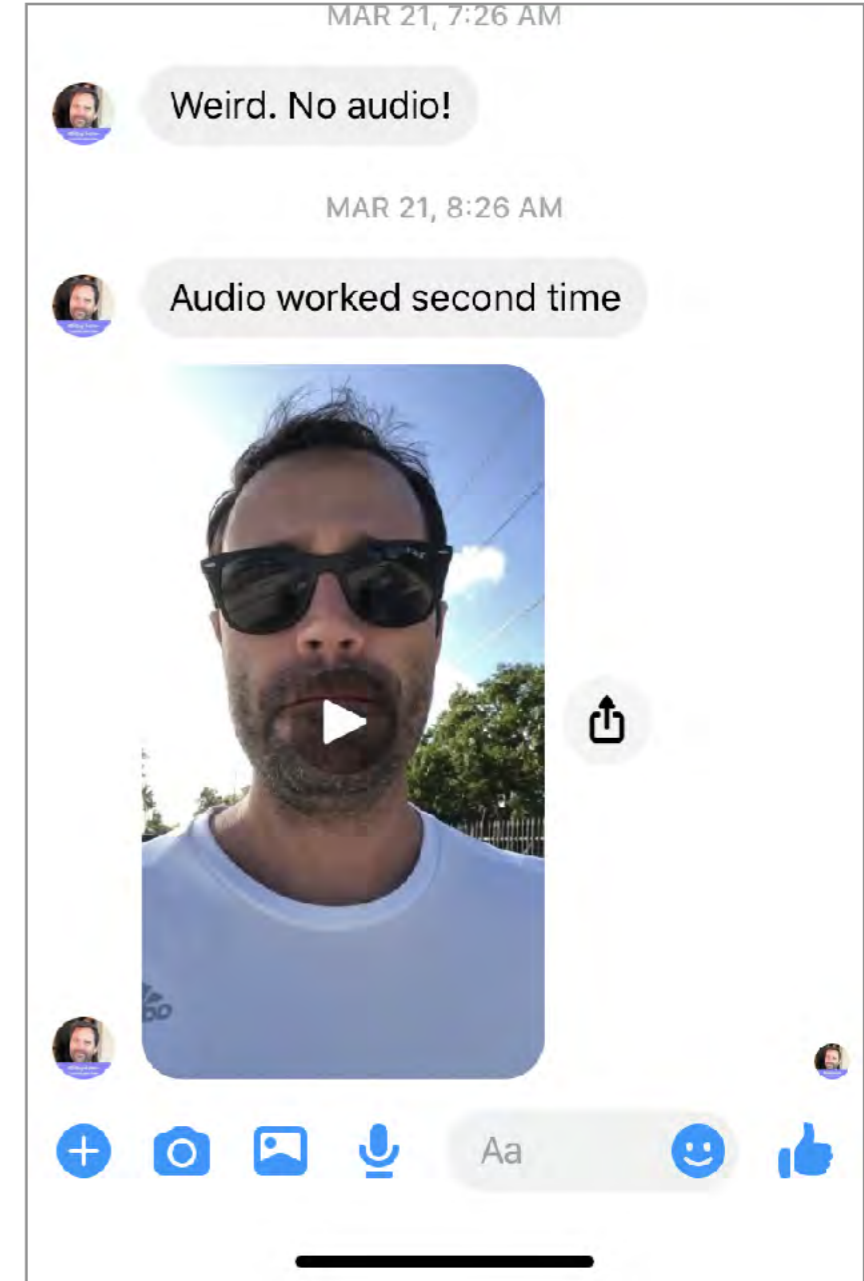
04 Facebook Messenger Video Tutorial



1. Download the FB Messenger app and open on your mobile device.



Search for contacts you are connected to from your FB Personal Profile.



Open the dialog window and tap on the camera icon to send them a message.

05 Facebook Messenger Video Tutorial



Tap and hold the white circle to record your 20 second video message.



You'll see a blue ring appear while recording your video to indicate it's recording your message.



When you're done, just tap on the Send button to send the video.

06 5-Step Real Estate Marketing System

Directing Tools at Sources

There's a misconception about marketing tools, such as social media, blogs, email, online videos, and paid advertising. The misconception is these tools are *sources* of real estate clients & leads. With the exception of the 4% of clients that actually come from online searches, these technologies and platforms are **TOOLS DIRECTED AT A SOURCE** of business.

The Biggest Sources of Leads

So what are the biggest sources of real estate clients? Almost 70% of real estate consumers find their agent because they already know the agent (part of their sphere of influence), got recommended by a friend or family member, or they were a previous client. But getting leads and clients is not something that happens automatically. In fact, thinking that people will probably work with us because of a connection is the most common mistake made when it comes to getting consistent opportunities from these sources.

Alarming Statistics

Sadly, most people reading this will not do what we're going to recommend. It's why, according to NAR, 76% of home sellers hire a different agent to sell their home. It's why, even though about 10% of people we know will move in the next year, we capture only a small portion of the opportunity.

Introducing the 5-Step Real Estate Marketing System

You can get recommendations, referrals, more business from people you're connected to, and from your sphere of influence by implementing these 5 steps:

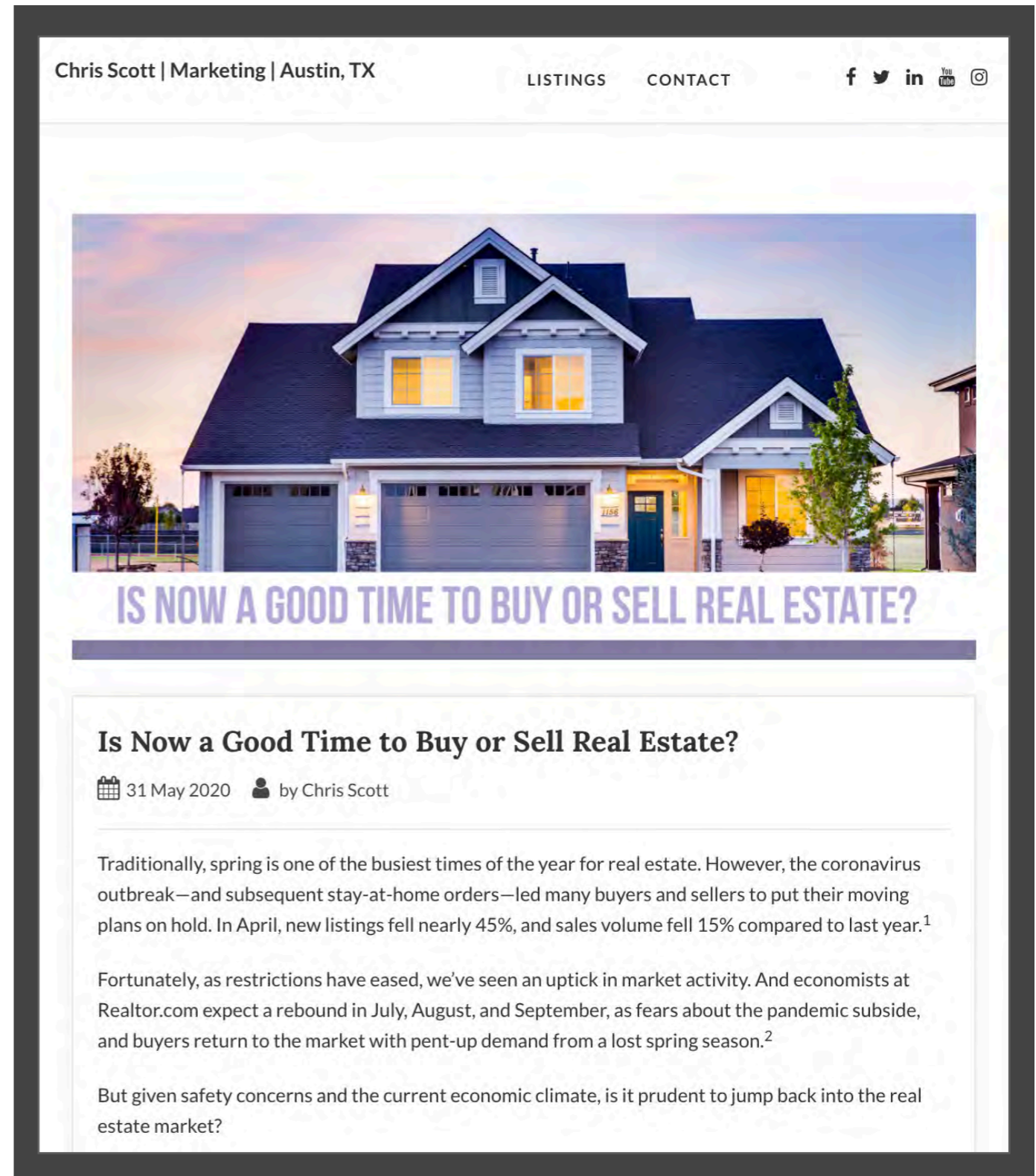
- 1) Publish useful real estate info (monthly)
- 2) Send the email to everyone you know (monthly)
- 3) Record & publish a 1-minute video (monthly)
- 4) Post on Social Media (weekly)
- 5) Individual Follow-up (monthly)

07 Step 1: Publish useful real estate info (monthly)

Provide real estate related, informational value each month. You want people to think of you whenever they think of real estate and vice versa... to think of real estate whenever they think of you.

Key Points & Tips

- The purpose is to provide informational value.
- This informational value is the reason for our outreach.
- Creates authority & credibility for your online reputation.



The image shows a screenshot of a real estate website. At the top, the navigation bar includes the name 'Chris Scott | Marketing | Austin, TX', links for 'LISTINGS' and 'CONTACT', and social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram. Below the navigation is a large, high-quality photograph of a modern, two-story house with a dark blue roof and white siding, set against a sunset sky. The house has a two-car garage and a front porch. Below the image is a purple banner with the text 'IS NOW A GOOD TIME TO BUY OR SELL REAL ESTATE?' in white, all-caps font. Underneath the banner is the article title 'Is Now a Good Time to Buy or Sell Real Estate?' in a bold, black font. Below the title is the date '31 May 2020' and the author 'by Chris Scott'. The main body of the article begins with the text: 'Traditionally, spring is one of the busiest times of the year for real estate. However, the coronavirus outbreak—and subsequent stay-at-home orders—led many buyers and sellers to put their moving plans on hold. In April, new listings fell nearly 45%, and sales volume fell 15% compared to last year.¹' The next paragraph reads: 'Fortunately, as restrictions have eased, we've seen an uptick in market activity. And economists at Realtor.com expect a rebound in July, August, and September, as fears about the pandemic subside, and buyers return to the market with pent-up demand from a lost spring season.²' The final paragraph starts with: 'But given safety concerns and the current economic climate, is it prudent to jump back into the real estate market?'

08 Step 2: Send the email to everyone you know (monthly)

Email everyone you have an email address for a summary of the article with a link to read more online on your website or blog.

Key Points & Tips

- **Gather or update contact info for all of your contacts & connections.**
- **Email to all of your contacts (include current & past clients).**
- **Add the link to your blog post.**

Subject: Is Now a Good Time to Buy or Sell Real Estate?

Hi {first_name},

How are you holding up? Just wanted to check in and see how things are going for you and your family.

I also wanted to reach out to see if you have any questions or if there's anything I can do to help you right now.

As restrictions begin to ease, I'm getting a lot of calls from friends and clients asking if it's a good time to buy or sell a home. I'm also getting calls from homeowners who are concerned about how their property's value could be impacted by a recession.

If you'd like more information on what I see happening in your current or target neighborhood, reply to this email, and I'd be happy to fill you in!

[insert link to post]

[signature]

P.S. If there's ANYTHING I can do to help out, please don't hesitate to respond!

09 Step 3: Record & publish a 1-minute video (monthly)

Using your phone's camera, record a 1 to 3 minute video discussing the blog. Using video creates a strong connection with viewers & gets better reach. People using video report getting 6x more leads.

Key Points & Tips

- Discuss highlights from your blog post and include a link to it.
- Post on your Facebook business page.
- Promote the video using Facebook Ads.
- Share on your Facebook Personal Profile.

The screenshot shows a Facebook post from 'Creath Partners Real Estate'. The post is a live video recording of a man with a beard and a purple shirt speaking. The video player has a play button in the center and a duration of 01:27. The text of the post reads: 'The Market is changing! Are you curious about what these changes are doing to the value of your home? Message us and I'm happy to send you a free detailed report specific to your home!'. Below the video, there is a 'Send Message' button. A green checkmark icon indicates that the post is eligible for boosting, with the text 'Get More Likes, Comments and Shares' and 'Boost this post for \$20 to reach up to 17,000 people.'. The post has 893 People Reached and 94 Engagements. A blue 'Boost Post' button is visible. At the bottom, it shows that Gretchen Bach, Alex Luchanski, and 2 others liked the post, and there are 3 Shares.

creath Creath Partners Real Estate was live.
Published by Garry Creath [?]

The Market is changing! Are you curious about what these changes are doing to the value of your home? Message us and I'm happy to send you a free detailed report specific to your home!

01:27

Send Message

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 17,000 people.

893 People Reached 94 Engagements Boost Post

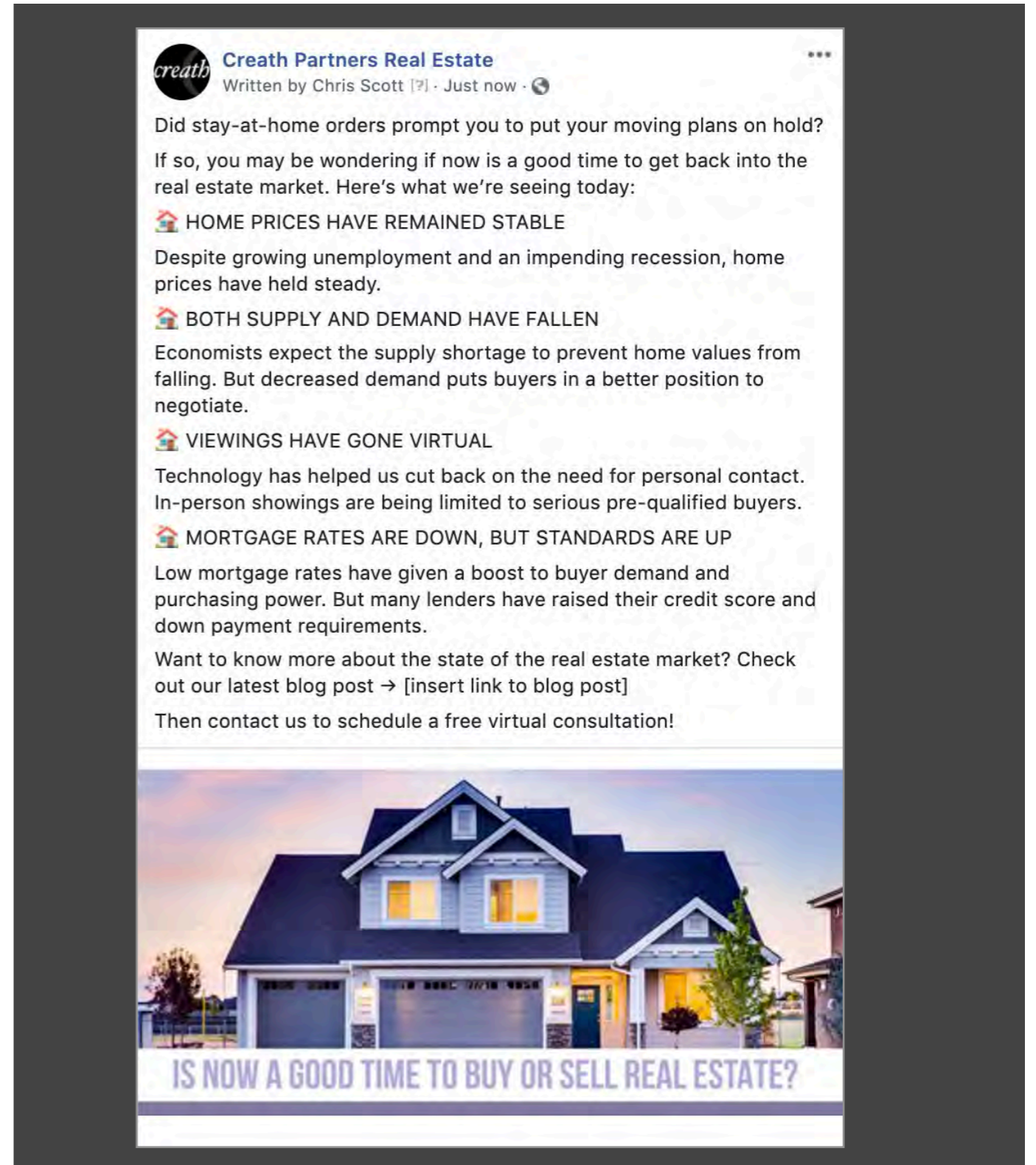
Gretchen Bach, Alex Luchanski and 2 others 3 Shares

10 Step 4: Post on Social Media (weekly)

Use images and portions of your article to create social media posts for the social accounts you're already active on. FB, Instagram & LinkedIn have the highest populations of people we know.

Key Points & Tips

- Post on your FB Business Page.
- Share from your Business Page onto your Personal Profile.
- Post on any social accounts you're actively posting.
- Consider longer format text in the post (micro blogging).




creathb Creath Partners Real Estate
Written by Chris Scott [?] · Just now · 🌐

Did stay-at-home orders prompt you to put your moving plans on hold? If so, you may be wondering if now is a good time to get back into the real estate market. Here's what we're seeing today:

- 🏠 **HOME PRICES HAVE REMAINED STABLE**
Despite growing unemployment and an impending recession, home prices have held steady.
- 🏠 **BOTH SUPPLY AND DEMAND HAVE FALLEN**
Economists expect the supply shortage to prevent home values from falling. But decreased demand puts buyers in a better position to negotiate.
- 🏠 **VIEWINGS HAVE GONE VIRTUAL**
Technology has helped us cut back on the need for personal contact. In-person showings are being limited to serious pre-qualified buyers.
- 🏠 **MORTGAGE RATES ARE DOWN, BUT STANDARDS ARE UP**
Low mortgage rates have given a boost to buyer demand and purchasing power. But many lenders have raised their credit score and down payment requirements.

Want to know more about the state of the real estate market? Check out our latest blog post → [insert link to blog post]
Then contact us to schedule a free virtual consultation!



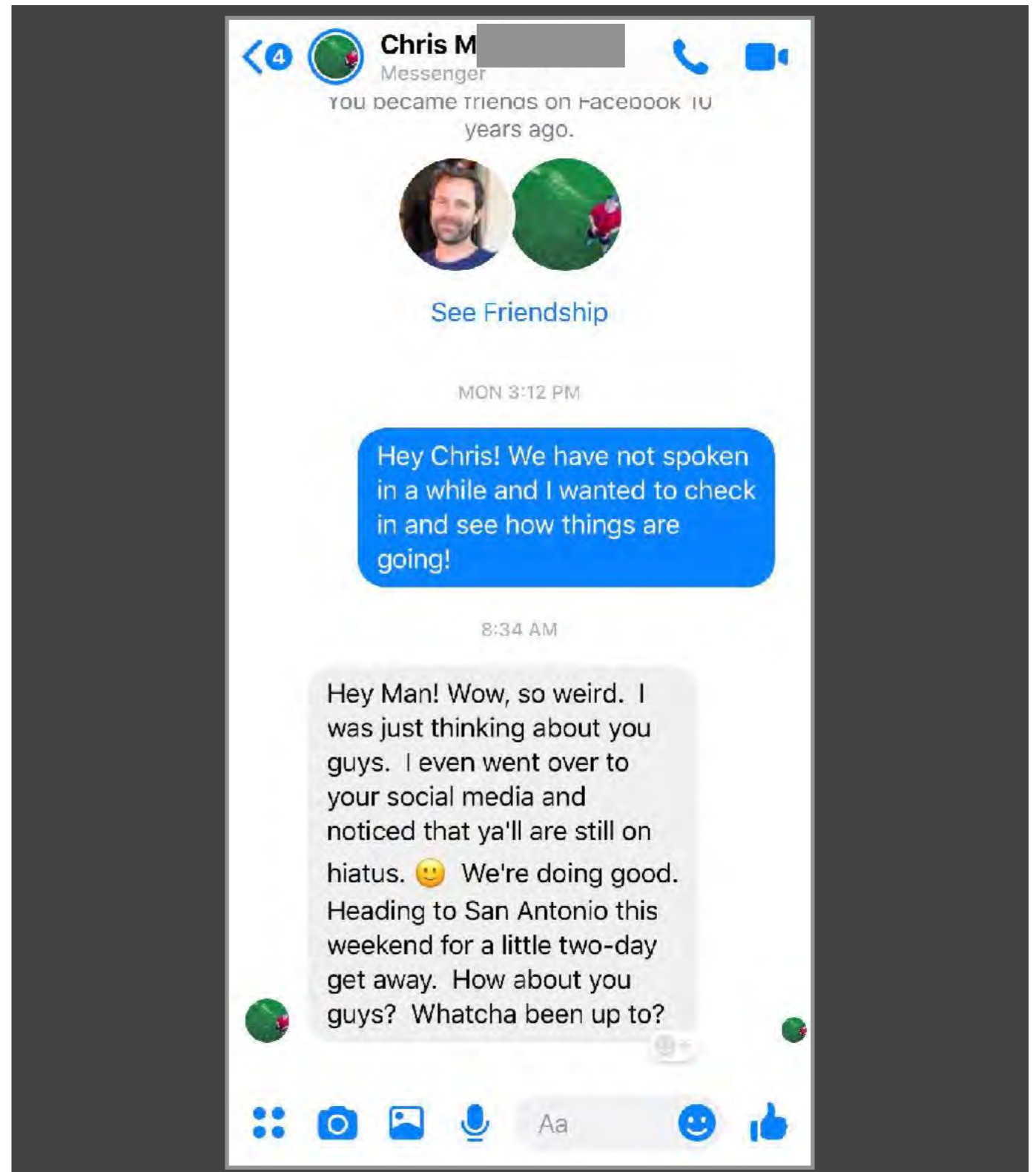
IS NOW A GOOD TIME TO BUY OR SELL REAL ESTATE?

11 Step 5: Individual Follow-up (monthly)

Connect with people via text messaging, FB Messenger, or even calling them on the phone. These communications are more heavily weighted and will lead to real estate conversations if relevant.

Key Points & Tips

- Use FB Messenger to say, “Hi _____, just wanted to check in to see how you’re doing...”
- DO NOT talk business, if they respond, ask questions to see how they are doing.
- They will bring up the real estate conversation if it’s relevant to them now.



12 Real Estate Marketing Calendar

“Why Should I Hire You?”

In every prospective client’s mind, they will choose their real estate professional because they have an answer to this question. Why they hire you over the competition is part of your distinct value proposition. Superior Trust is a value proposition... Meaning the trust you more than anyone else. Learning how to communicate your value while building trust will produce a surplus of opportunity for you.

The easiest way to communicate your value and build trust is to provide value every month to everyone you know. Using the 5 Step Marketing System each month, you change the theme or topic of the value you’re providing each month. The Real Estate Marketing Calendar below gives you ideas on what types of topics you can use to communicate value while building trust with all your contacts and connections.

JANUARY What’s Ahead for Real Estate?	FEBRUARY Top Home Design Trends	MARCH What Buyers Will Pay for Homes	APRIL Functional Spaces at Home
MAY Household Budget & Money Saving Tips	JUNE Virtual Options for Home Buyers & Sellers	JULY Is Now a Good Time to Buy or Sell a Home?	AUGUST 5 Step Strategy for Downsizing Your Home
SEPTEMBER Home’s Equity Playbook	OCTOBER Home Value Calculator	NOVEMBER Connecting with Your Community	DECEMBER National Housing Market Review

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