



DESIGN

BOOKLET

A COMPLETE
GUIDE TO
SETTING YOUR
BRAND UP
FOR SUCCESS





LET ME INTRODUCE MYSELF

Hi, I'm Maysen!

Born and raised in the beautiful Pacific Northwest in the heart of Coeur d'Alene, Idaho. Growing up I've always had an eye for design. Starting at a young age I dived into graphic design, creating digital illustrations and letting my imagination run wild. I continued to grow my skills and knowledge alongside my very talented father, Jeremy, who's been in the graphic design

business for over 25 years.

In the spring of 2022, I was hired onto a Real Estate Team in Spokane. My day-to-day was managing all their social media platforms, posting and creating content daily, and creating all their marketing materials such as; Flyers, postcards, booklets, and trifolds. I took courses online learning about market-



ing real estate on Instagram, Facebook, and Tiktok. Learning algorithms and running ads on their sites. Managing their website and preparing homes for photo day. I even was writing descriptions on their listings. Phew, I learned a whole lot about real estate!

After a year with them, I learned I didn't love running social media accounts but I loved designing! I decided to leave and explore another career but also kept designing remotely for them. After 6 months of working remotely, I discovered that this is a service that a lot of agents are dying to have at their fingertips! That's when the idea of MD Real Estate Designs emerged!

When I began to prepare my business for take off, I wrote down my key services. I wrote down that I want to bring a service to real estate agents who want to take their business to the next level. I want to provide a service to independent agents and Teams that want to step away from the corporate look. I want to help YOU!

I am beyond excited for you to take a peak at the work that I do. Let's get started! -

PACKAGES

md
DESIGNS

MY SERVICES DON'T
STOP THERE!

I would love to be your go to designer for all material or social content marketing that you need!

I have a hourly rate at \$50 an hour for those times that you want to go outside the box with your marketing!

SOCIAL MEDIA CONTENT

BUYER OFFER ACCEPTED/
SOLD: \$15 PER COVER

HOLIDAY/EVENT CONTENT:
\$20 PER COVER

The Basics: \$300

- Branding
- Business Cards
- Flyer designs
- Postcard designs
- Social media listing content

The Ultimate: \$500

- Branding
- Business Cards
- Flyer designs
- Postcard designs
- Social media listing content
- Buyer/Seller Booklet
- Buyer/Seller Trifold

New Listing: \$150

- Listing Flyer designs
- Listing Postcard designs
- Social media listing content: Just Listed, Sold, Under Contract, Open House
- Video Covers **if needed**

THE BRANDING

The best part, the branding! In my opinion this part is the glue to every single piece of marketing materials that we will create together!

After we've sat down and discussed your style, I will

work my magic and put together a branding page that is totally custom to you and your style. This step usually only takes a full day to do! But it is the most important part throughout this entire process!

MAIN LOGO



SECONDARY LOGO



FONTS

DIDOT
MONTSERRAT REGULAR

COLOR PALETTE



THE MATERIALS

All your most important materials and then some. My goal is to make your client go "WOW, I love your Booklet/Flyer/Business Cards/etc." Do you want to win over that client? Lets get you a booklet! Lets blow them away with how professional and organized you are!

JUST LISTED

1234 N SOMETHING ST

- 2 BED - 4-CAR
- 2 BATH - GARAGE
- 4,300 - CENTRAL

SCAN FOR A FULL VIDEO TOUR

REAL ESTATE
1234 N WHATEVER ST
COEUR D'ALENE ID 83815

MAYSEN DEMING
REALTOR | MD REAL ESTATE
maysen@realestate.com
(208) 699-7078

RING | 509 000 0000 | maysen@realestate.com | www.maysenrealestate.com

Buyer's guide

A COMPLETE GUIDE TO BUYING YOUR HOME

JUST LISTED

1234 N SOMETHING ST

- 2 BED - 4-CAR
- 2 BATH - GARAGE
- 4,300 - CENTRAL

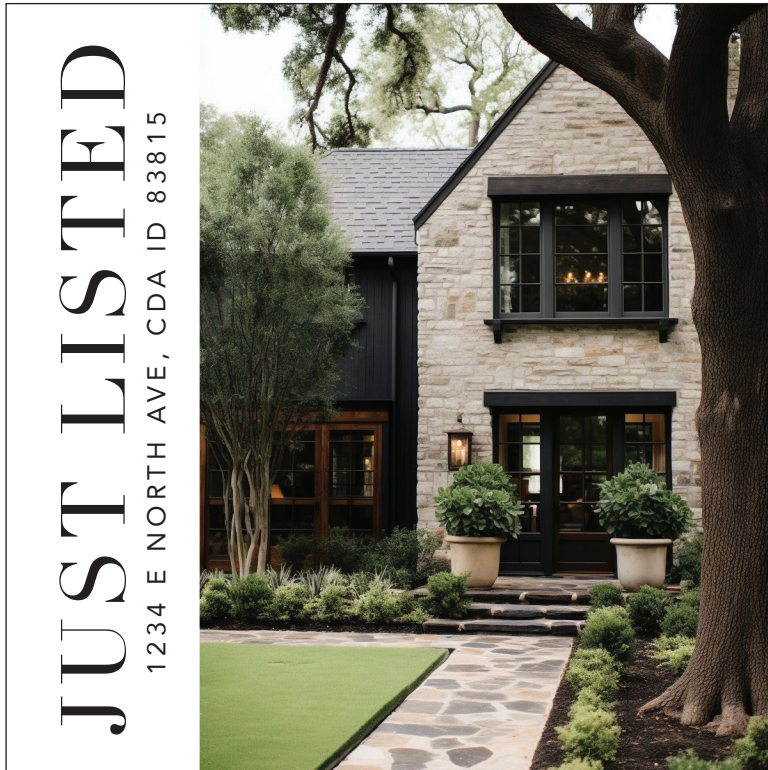
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SCAN FOR A FULL VIDEO TOUR

MAYSEN DEMING
REALTOR | MD REAL ESTATE
maysen@realestate.com
(208) 699-7078

THE SOCIAL CONTENT

I love seeing agents pages that have solid listing content. But to achieve that and keep your page looking fresh you have to keep alot of your listing content on the same design scheme. You can't have a scheme of earthy tones and then have that random bright red post. Thats why I make at least 4 different designs that are all within your color scheme/style/fonts that we make in your branding page!





LET'S STAY IN TOUCH



(208) 699-7078



mdrealestatedesigns@gmail.com



[md.realestatedesigns](https://www.instagram.com/md.realestatedesigns)