



MARKETING PRODUCTS TO HELP YOU

# STAND OUT FROM THE CROWD

We understand how busy it can be to run a successful real estate business. Let us help you with some of your day to day marketing tasks so you can focus on what matters most; your clients. Our goal is to create engaging and professional visuals in print and on social media that will take your business to the next level.

## Marketing Packages

### Listing Package \$250.00:

- One-Sided (50) full color property Flyer with name, logo & tagline
- "Just Listed" Social media post for Facebook, Instagram & LinkedIn
- "Just Listed" 6x4 postcard design
- "Open House" (50) full color flyers with name, logo & tagline
- "Open House" Social media post for Facebook, Instagram & LinkedIn
- COVID-19: (2) Door signs and showing instruction laminated flyers
- "Under Contract" Social media posts for Facebook, Instagram & LinkedIn
- "Just Sold" Social media posts for Facebook, Instagram & LinkedIn
- COMMAND Listing Landing Page Creation

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. \*\*Broker must provide logo, headshot/team photo, tagline/motto, phone number, email address, website, branded colors, property photos, property description, price, address and MLS number if available.

### Buyer Package \$100.00:

- "Under Contract" Social media post for Facebook, Instagram & LinkedIn
- "Just Sold" Social media post for Facebook, Instagram & LinkedIn
- "Just Sold" 6x4 postcard design

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. \*\*Broker must provide logo, headshot/team photo, tagline/motto, phone number, email address, website, branded colors, property photos, address, MLS number if available and any special marketing remarks or testimonials.

### Custom Branding Package \$135.00:

- Business Marketing Print Flyer
- Business Marketing Postcard
- Business Social Media Post Design for Facebook, Instagram & LinkedIn

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. \*\*Broker must provide logo, headshot/team photos, tagline/motto, phone number, email address, website, branded colors, bio or list of services and any special marketing remarks or testimonials



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## A La Carte Marketing Items

### Social Media Posts

- ☐ **\$35/\$50** - "Just Listed" Social media post for Facebook, Instagram & LinkedIn
- ☐ **\$35/\$50** - "Open House" Social media post for Facebook, Instagram & LinkedIn
- ☐ **\$35/\$50** - "Under Contract" Social media post for Facebook, Instagram & LinkedIn
- ☐ **\$35/\$50** - "Just Sold" Social media posts for Facebook, Instagram & LinkedIn
- ☐ **\$35/\$50** - "Branded" Social media posts for Facebook, Instagram & LinkedIn

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. All prices below show the "Standard" Price on the left and the "Custom" Price on the right. Custom would reflect any deviations from standard design templates.

### Flyer & Postcard Design

- ☐ **\$25/\$50** - One-Sided "For Sale" full color property Flyer with name, logo & tagline
- ☐ **\$50/\$100** - Two-Sided "For Sale" full color property Flyer with name, logo & tagline
- ☐ **\$25/\$50** - "Just Listed" 6x4 postcard design
- ☐ **\$25/\$50** - "Open House" full color flyer with name, logo & tagline
- ☐ **\$25/\$50** - "Just Sold" 6x4 postcard design
- ☐ **\$25/\$50** - COVID-19: (2) Door signs and showing instruction laminated flyers
- ☐ **\$15/\$30** - "Please Wipe Your Feet/No Shoes" Sign
- ☐ **\$15/\$30** - "Please Turn off Lights" Sign
- ☐ **\$15/\$30** - "Please Lock Doors" Sign

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. All prices below show the "Standard" Price on the left and the "Custom" Price on the right. Custom would reflect any deviations from standard design templates.

### Command Extras

- ☐ **\$25/\$50** - COMMAND Listing Landing Page Creation
- ☐ **\$30/\$60** - Featured Listings Added to KW Agent Site (up to 12)  
\*\*\*\*\*For Paid Ad Campaigns, broker will need to provide credit card information inside of Command.
- ☐ **\$25/\$50** - Personalized Listing Social Post or Ad Campaign  
\*\*\*\*\*For Paid Ad Campaigns, broker will need to provide credit card information inside of Command.

Items included are listed below. Final drafts will be provided within 24 business hours of receipt of order request. All prices below show the "Standard" Price on the left and the "Custom" Price on the right. Custom would reflect any deviations from standard design templates.

# KW My Way Marketing & Concierge Services—Request Form

NAME	PHONE	CURRENT EMAIL

☐ Listing Package \$250.00    ☐ Buyer Package \$100.00    ☐ Branding Package \$135.00

NWMLS Number	Property Address	Open House Date & Time

Please take a few minutes to provide us with your current information:

## COMMAND:

LOGIN:

PASSWORD:

## FACEBOOK:

LOGIN:

PASSWORD:

## INSTAGRAM:

LOGIN:

PASSWORD:

## LinkedIn:

LOGIN:

PASSWORD:

Do you have your own logo?	____ YES	____ NO
Do you have branded colors and fonts?	____ YES	____ NO
Do you have a tagline or motto?	____ YES	____ NO
Are the above Apps connected in Command?	____ YES	____ NO

**\*\*I understand that these services will be billed to my monthly invoice the month following receipt of KW My Way Marketing & Concierge Services.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date