



AGENT MARKETING CHECKLIST

- 01 Schedule an open house this month and post a live video of yourself at the Open House!
- 02 Schedule out 5 Facebook posts for the month!
- 03 Review your listings and ask yourself how you can improve your marketing approach!
- 04 Ask for reviews and testimonials from previous clients; don't be shy to ask for a review!
- 05 Review your social media accounts and add your most recent accomplishments and contact information!

JAN	<i>Plan a New Year giveaway with a goal to gain 100 new followers on Facebook!</i>
FEB	<i>Do you have any newlywed clients? Send them a Valentine's Day card with a gift certificate to your favorite local restaurant!</i>
MAR	<i>Do a Facebook caption contest for St. Patrick's day. Have your facebook followers caption a fun photo - best caption wins a St. Patrick's themed give away!</i>
APRIL	<i>Consider providing a basic 101 seminar about the basics of home buying and mortgages. Pair up with other agents, loan officers, or attorneys!</i>
MAY	<i>Give away seed packets at your closings this month!</i>
JUNE	<i>Pledge \$5 to a local organization of your choice for every client that attends an open house of yours in the month of June!</i>
JULY	<i>Create an effective drip campaign in your templates and schedule emails out.</i>
AUG	<i>Send a local care package to clients that are new to the area after they close; include movie or theater tickets, restaurant gift cards, or passes to Waldameer!</i>
SEPT	<i>Get to know the local school districts and consider supporting any major fundraisers to get your name out in the community!</i>
OCT	<i>Sign up to volunteer at Trail of Treats with the Agresti team!</i>
NOV	<i>Collect food donations for a local food pantry in preparation for Thanksgiving!</i>
DEC	<i>Send out Holiday Greeting cards to all of your clients and valued partners.</i>

Marketing 101

Marketing Rules

1. Licensees must have the Seller's or Landlords Permission.
2. The brokerage name and telephone number must be on all advertisements and must be given equal prominence to the salesperson's name and telephone number.
3. Always run your marketing through your Broker for approval.

Type of Marketing:

Paper Marketing:

- Newspapers
- Direct Mailings (EDDM)
- Signage
- Business Cards

Social Media:

- Facebook
- Instagram
- Twitter/X

Community Events:

- Volunteer Opportunities
- Local Sponsorship's
- Fundraising for Organizations

Other:

- Giveaways
- Partnerships
- Billboards

Find your Niche:

Identify your interests and passions
Research your competition
Tap your existing networks
Earn a professional designation



NAR provides an array of marketing resources to its members as part of your annual dues, we recommend familiarizing yourself with them!

<https://www.nar.realtor/marketing>

Important Marketing Rules from the State of Pennsylvania

(a) Brokerage companies, including sole proprietorships, cemetery companies and rental listing referral agencies shall advertise or otherwise hold themselves out to the public only under the business name designated on their license.

(b) Licensees who wish to use and advertise a nickname for their first names shall include the nickname on their licensure applications or biennial renewal applications.

(c) An advertisement by an associate broker, salesperson, cemetery associate broker or cemetery salesperson shall contain the business name and telephone number of the employing broker. The names and telephone numbers shall be of equal size.

We suggest you use this text format for all public marketing:

FNAME LNAME, REALTOR
Brokered By: Agresti Real Estate
Office: 814-459-9400
Cell: xxx-xxx-xxxx