



LEAD GENERATION FOR REALTORS®

BY JACKIE B

CLASS 1

OVERVIEW OF LEAD GENERATION

CLASS 2

LOVING YOUR CLIENTS DURING THE HOLIDAYS

CLASS 3

LOVING YOUR CLIENTS DURING THE WINTER/SPRING

LEAD GENERATION



REALTY **ONE** GROUP
CHOICE

Outer Circle

People you have not met face to face

Inner Circle

People you have met face to face

Inner Circle

**People who know, like
and trust you**

- Sphere of Influence - Family and Friends
- Past Clients
- Potential Clients
- Neighbors
- Past Colleges
- Groups, Clubs and Organizations
- Alumni
- Partners contacts
- Vendor Partners

Outer Circle **People who may not know you**

- Community
- Social Media Audience
- Cancelled and Expired Listings
- Referrals
- Targeted Market Audience - Foreclosures, REO Properties. 1st time Home buyers etc.

Outer Circle

Have not met

50 people

+ 12 Touches

= 1 sale

Inner Circle

Met

12 people

+ 33 Touches

= 2 sales



DOOR
KNOCKING

SNAIL
MAIL

VENDOR

SOCIAL
MEDIA

NEIGHBORHOOD
FARM

CLIENT
EVENTS

VIDEOS

CIRCLE
PROSPECTING

VENDOR
PROGRAM

POP-BYS

EMAIL
CAMPAIGNS

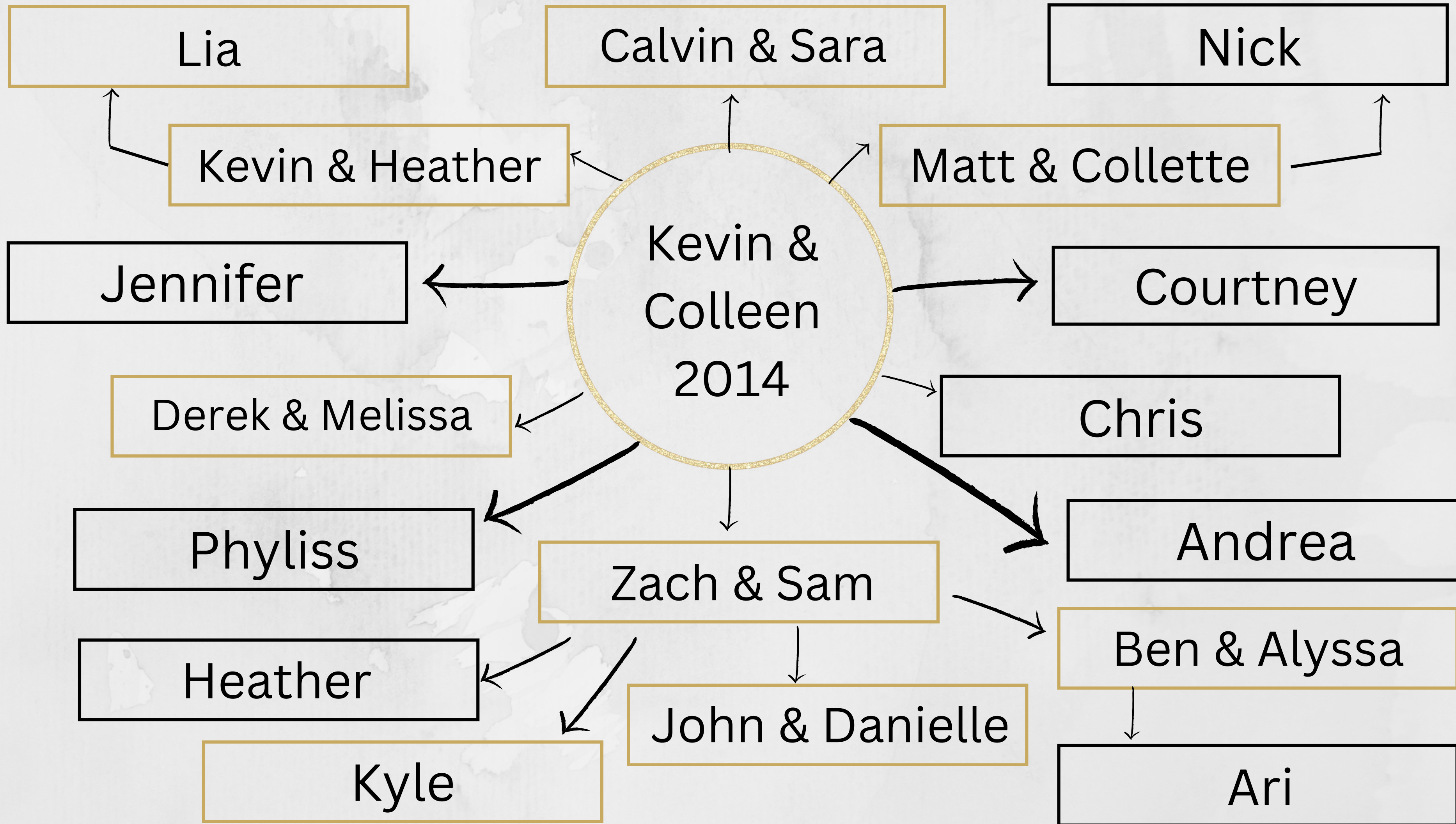
Things to consider:

#1: **YOUR WHY (MISSION, VISION, VALUES)**

#2: **YOUR GOALS - WHAT IS THE END GOAL**

#3: **YOUR PILLARS/FUNNELS**

#4: **YOUR TALENTS, AREA OF EXPERTISE AND RESOURCES**



Social Media, Email and Bulk Mail

Personalized Mail

Calls, Text,
Electronic Message

One-to-One
Giveaways
Client Events

SOCIAL MEDIA

- Life Changes - Comment
- Post relevant interactive content
- Post personal - work life
- Know the techniques - (Hashtags, Captions, Music, Tools etc
- Buyer and Seller Needs
- House Tips
- Market Updates
- Home Value



LOCAL WINTER FUN

Ice Rinks:

- Central Park
- Ramsey Elementary
- George Enloe Park
- Wilson Elementary
- Lincoln Elementary
- Rick Sorenson Park
- Rudy Johnson Park

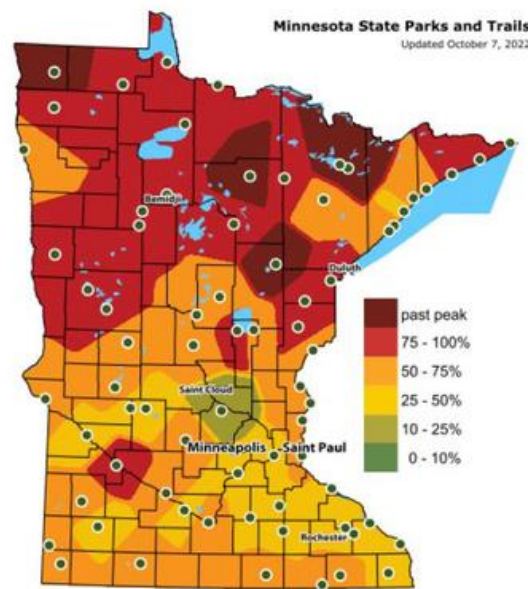
Sledding Hills:

- Alpine Park
- George Enloe Park



Cross Country Skiing:

- Greenhaven Golf Course
- Rum River Central Park



Jackie B REALTYGROUP Merry & Bright

<p>Holiday in Lights Anoka County Fair Grounds Dec 10th to Dec 26th 5pm-9pm Daily</p> <p>Loss Family Light Show 5635 156th Lane NW, Ramsey 5pm-9pm Sun-Thur 5pm-10pm Fri & Sat</p> <p>Christmas on the Corner 15520 Basalt St NW, Ramsey 5pm-9pm Daily</p> <p>City of Ramsey's Holiday Lights Contest Self Guided Tour Map on City of Ramsey Website</p> <p>City of Coon Rapids Holiday Lights Tour Self Guided Tour Map on City of Coon Rapids Website</p> <p>Barno Family Lights 4102 88th Lane NE, Circle Pines 6pm-10pm Sun-Thur 6pm-11pm Fri & Sat</p> <p>Mike Behnke Lights 14113 Ilex St NW, Andover</p> <p>Kevin Pankratz Lights 12926 Tyler St NE, Blaine</p> <p>Jeremy Jordan Lights 9673 Rosewood Ln N, Maple Grove</p>	<p>Sedok House Projections 16507 Germanium St NW, Ramsey 6pm-9pm Daily</p> <p>Viking Blvd Drive Thru 6177 Viking Blvd NW, Nowthen Dusk-10pm Daily <i>*Weather permitting - Very windy days display will not be on!*</i></p> <p>Mellem Family Lights 301 173rd Lane NE, Ham Lake 6pm-9pm Daily</p> <p>Cairl Family Lights 2342 145th Ave NW, Andover Sun-Thur 5:30pm-9pm Fri & Sat 5:30pm-10pm</p> <p>Kalata Christmas House 11927 Midway Street NE, Blaine 5pm-10:30pm Daily</p> <p>Durrant Family Lights 1750 130th Ave NE, Blaine 5pm-9pm Daily</p> <p>Inflatable Xmas 1658 148th Ave NW, Andover 5pm-7am Daily</p> <p>Lights on Fresno Street 18016 Fresno St NW, Elk River 6pm-9pm Daily</p> <p>Langness Lights 9610 223rd St N, Forest Lake 6pm-9pm Daily</p>
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Follow Anoka Ramsey Community Connection on Facebook!

FIREWORK FINDER

JULY 3RD

ANOKA - Anoka High School - 10pm
BLOOMINGTON - Normandale Park - Dusk
EDINA - Roseland Park - Dusk
EVELETH - Over Eveleth - 10:15pm
GRAND RAPIDS - Pokegema Lake - Dusk
NORTH BRANCH - Middle School - Dusk
NISSWA - Downtown Nisswa - 10:15pm

JULY 4TH

BLAINE - National Sports Center - 10pm
COON RAPIDS - CR Ice Center - 10pm
DULUTH - Bayfront Park - 10pm
ELK RIVER - Oak Knoll Complex - Dusk
FAIRBAULT - Alexander Park - 10pm
MANKATO - Riverfront Park - 10pm
PRIOR LAKE - Watzl's Beach - 10:15pm
ST CLOUD - Wilson/Hester Parks - 10pm
BRAINARD - Don Adamson Field - 10:15pm

Jackie B REALTYGROUP ONE REALTYONEGROUP CHOICE

ENTER FOR A CHANCE TO WIN A PAIR OF TICKETS

TWIN CITIES HARVEST FESTIVAL AND MAZE

Jackie B REALTYGROUP

Summer Bucket List

- GO Camping
- HAVE A Picnic
- GO ON A Road Trip
- READ A Book
- HOST A Sleep Over
- PLAY Mini GOLF
- STATE Fair
- VISIT AN Aquarium
- GO Swimming
- GO TO A Baseball Game
- GO ON A Hike
- GO TO A Water Park
- HAVE A Bonfire
- GO TO a Concert
- Biking
- GO TO a Carnival
- WATCH fireworks
- OUTDOOR Movie Night
- HAVE A Cook Out
- HAVE A Beach Day
- GO ON A Nature Walk
- EAT Ice Cream
- BUILD A Sand Castle
- MAKE S'mores
- GO TO a Carnival
- CHALK The Driveway
- CATCH Fireflies
- WATCH fireworks

Family Friendly Pumpkin Patches

Anoka County Farms - Ham Lake
 Berry Hill Farm - Anoka
 Eveland Family Farm - Andover
 Pearson Family Farm - Ramsey
 Pinehaven Farm - Wyoming



WEEKLY PROPERTY MARKET UPDATE

In the past 7 days in the 7 county metro area

827	77	247	745
New Listings	Back on Market	Price Reductions	

The previous week in the 7 county metro area

607	70	284	724
New Listings	Back on Market	Price Reductions	Pending

For the month of January in the 7 county metro area

\$465,072	\$435,536	102%	31
Average List Price	Average Sold Price	List to Sale	Avg. Days on Market

Reach out today to hear what this means for you!

612.382.6424 • jackie@jackiebrealtygroup.com

READY TO SELL?

TAKE ADVANTAGE OF OUR FREE MARKET ANALYSIS!
LET'S CHAT TODAY.

612-382-6424

JACKIE@JACKIEBREALTYGROUP.COM



YOU'VE BEEN EGG'ED

Anoka Dance Team's Second Annual

Egg'ed By The Twisters

WAKE UP TO A YARD FULL OF EASTER EGGS!
Individually wrapped, candy filled eggs will be placed in your front yard by the Anoka Dance Team between 8-10pm on Saturday, April 8th!

If we still have lots of snow - eggs will be place on your front steps

COSTUME CONTEST

POST A PICTURE TO BE ENTERED INTO THE JACKIE B REALTY GROUP COSTUME CONTEST!

HAPPY HALLOWEEN

Deadline Nov. 1st 11:59pm

LEAD CAPTURE



**One Suite
AVM Landing Page**

EMAIL AND BULK MAIL

- Neighborhood News/Market Reports
- Sports Schedule Magnets
- Items of Value (Calendar, To-Do List etc.)
- Listing Announcements - Just Listed - Just Sold
- Targeted Campaigns
- Holiday Campaigns
- Buyer Needs
- Community News and Events
- Market Updates/CMA
- Industry Updates - Market, Mortgage etc.
- Holiday Mailings - Themed Cards, Activity Packets

Anoka County

+ 5.2% Change in New Listings
 - 2.2% Change in Closed Sales
 + 6.4% Change in Monthly Sales Price

	November			Year to Date		
	2018	2017	+/-	2018	2017	+/-
New Listings	181	181	+0.0%	1,700	1,600	+6.3%
Closed Sales	181	181	+0.0%	1,670	1,670	+0.0%
Median Sales Price*	\$240,000	\$240,000	+0.0%	\$230,000	\$230,000	+0.0%
Average Sales Price*	\$250,000	\$250,000	+0.0%	\$250,000	\$250,000	+0.0%
Days for Sale†	81	81	+0.0%	81	81	+0.0%
Percent of Original List Price Received†	99.1%	99.1%	+0.0%	99.1%	99.1%	+0.0%
Days on Market Last Sale	10	10	+0.0%	10	10	+0.0%
Inventory of Homes for Sale	180	180	+0.0%	-	-	-
Months Supply of Inventory	1.0	1.0	+0.0%	-	-	-



Buyers are Looking For Your Home Now
 With less competition (low inventory) and prices rising, the winter months are a great time to list your home.

+1.9% **+4.6%**
 Sales are at an annual pace of **5.46 MILLION**

Inventory Levels Remain Low Due to High Demand

3.9 MONTH SUPPLY **UP 4.3%** FROM OCT 2018

MEDIAN PRICE \$270,900
+6.2% FROM 2017

92nd **HOMES SOLD IN 83** DAYS

DISTRESSED SALES
UP 2% FROM 10 OCTOBER 2018

CURRENT LISTINGS

BUYER NEEDS

- STAY & MOVE'S HOME**
 Champlin, Maple Grove, Plymouth
 \$400,000 - \$500,000
- STAY & MOVE'S HOME**
 Champlin, Anoka & Anoka North Suburbs
 \$400,000 - \$500,000
- STAY & MOVE'S HOME**
 All Anoka County & NW Ramsey County
 \$400,000 - \$500,000
- STAY & MOVE'S HOME**
 1/2 to 1 1/2 Acre Properties
 \$400,000 - \$500,000

Jackie B REALTY GROUP **OUR BUYER NEEDS...**

- CP & SG**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family - No split level
 Preferred Features: 2 car garage
- MM & TN**
 Price Point: Up to \$200,000
 Desired Area: Champlin, Anoka & Anoka North Suburbs
 Preferred Style: Single Family or Townhome
 Preferred Features: 2 car garage
- JM & SM**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Anoka & Anoka North Suburbs
 Preferred Style: Single Family
 Preferred Features: 2 car garage
- TR & CE**
 Price Point: Up to \$200,000
 Desired Area: Champlin, Anoka & Anoka North Suburbs
 Preferred Style: Single Family or Townhome
 Preferred Features: 2 car garage
- TS & NL**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Anoka & Anoka North Suburbs
 Preferred Style: Single Family or Townhome
 Preferred Features: 2 car garage

DOES YOUR HOME MEET THIS CRITERIA?
 INFO@JACKIEBREALTYGROUP.COM • 612.582.8434

Let us help you get your ducks in a row!

- Connect with a lender
- Plan for your future
- Custom Home Search Criteria
- Free Equity Evaluation

Jackie B REALTY GROUP REALTYONEGROUP

Arch PLUMBING
www.arch-plumbing.com
1-800-333-8164

2020 January 2020

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Beet Orange Salad

Jana Ferguson, MA
www.janaproductions.com
781-326-7333

Yield:
1 week-long meal prep
2 large lunches packed & refrigerated
1 salad bowl fresh prepared
10-12 servings (10-12 cups)
10-12 cups (10-12 servings)

Ingredients:
1 quart (one liter)
2 cups (one liter)
1/2 cup (one liter)
1/2 cup (one liter)
1/2 cup (one liter)
1/2 cup (one liter)
1/2 cup (one liter)

Use small bowls which function perfectly, orange, red and green. Add all the ingredients, toss well, and serve with a large bowl. Use small bowls with orange, red, and green. Add all the ingredients, toss well, and serve with a large bowl.

Thinking About Selling or Buying a Home?

Are you considering selling or buying a home? Here are some tips to help you make the most of your real estate transaction.

SELLING TIPS:
1. Price it right.
2. Stage your home.
3. Market it well.
4. Negotiate effectively.

BUYING TIPS:
1. Get pre-approved.
2. Inspect the home.
3. Understand the contract.
4. Close on time.

Remember the Best!
When you buy or sell a home, you're not just buying or selling a building. You're buying or selling a lifestyle. Make sure you're getting the most out of your transaction.

FALL HAPPENINGS

APPLES, APPLES!
Apples are a great source of fiber and antioxidants. They're also delicious! Here are some ideas for using apples in your kitchen.

APPLES IN THE KITCHEN:
- Apple Pie
- Apple Sauce
- Apple Cider
- Apple Chips
- Apple Crisp

APPLES IN THE GARDEN:
- Plant apple trees and bushes.
- Prune apple trees and bushes.
- Harvest apples and store them.

APPLES IN THE CLASSROOM:
- Use apples to teach fractions.
- Use apples to teach science.

APPLES IN THE ARTS:
- Make apple masks.
- Make apple collages.

SUMMER HAPPENINGS

DIY SUMMER IDEAS:
1. Make your own lemonade.
2. Create your own sunscreen.
3. Make your own beach toys.

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Costly DIY Mistakes & How to Avoid Them



This Common DIY Mistake Can Cost You a Bundle. 5 Tips to Protect You



Unexpected Roofing Expenses That'll Bust Your Budget



4 Ways to Avoid DIY Mistakes - From a Pro Who's Made Them All



SPRING TIPS

- ❑ Have air conditioning system professionally serviced.
- ❑ Change or clean air filters in your central air system.
- ❑ Check putty around windowpanes and weather stripping around windows and doors. Fix as needed.
- ❑ Trim back trees and shrubs as needed to eliminate overhanging branches and improve curb appeal.
- ❑ Look for sagging or otherwise damaged gutter components. Repair if necessary.
- ❑ Inspect basement or crawlspace for dampness.
- ❑ Turn on water to outdoor faucets, turn on irrigation system and check sprinkler heads. Make needed repairs.
- ❑ Examine caulking around sinks, tubs and showers. Reapply if necessary.
- ❑ "Open" pool for the swimming season. Make sure pump and filtration systems work effectively and that chemicals are balanced.



Comparative Market Analysis
14311 Armstrong Boulevard
Ramsey, 55303
Tuesday, December 13, 2022

Table Summary of Comparable Solds
This page summarizes the comparable sold listings in this market analysis.

Closed Listings

Address	List Price	Sale Price	\$ Change LP to SP	% Change LP to SP	Sold Date	DOM	CDOM
7901 150th Lane	\$350,000	\$350,000	\$0	0.00	08/26/2022	73	73
7654 147th Lane	\$399,900	\$388,950	\$-10,950	-2.74	10/21/2022	10	28
15030 Zenite Street	\$399,900	\$425,000	\$25,100	6.28	04/25/2022	3	3
14351 Bowers Drive	\$540,000	\$540,000	\$0	0.00	10/11/2022	19	19
8141 142nd Avenue	\$825,000	\$770,000	\$-55,000	-6.67	08/23/2022	28	28
Average	\$502,960	\$494,790	-\$8,170	-0.63		27	30
Median	\$399,900	\$425,000	\$0	0.00		19	28
Minimum	\$350,000	\$350,000	\$25,100	6.28		3	3
Maximum	\$825,000	\$770,000	-\$55,000	-6.67		73	73

Spring Happenings

Egg Carton Flowers

Supplies:
Acrylic Paint, Paper Egg Carton, Paper Straws, Pom Poms, Scissors, Glue & Paint Brush

Instructions:

1. Cut Egg Carton & Round the Edges
2. Paint the Egg Carton with Colors of your Choosing
3. Glue Pom Pom to Center of Egg Carton for the Pollen
4. Glue Paper Straw to Back of Egg Carton for the Stem
5. Send us pictures! :)

Garden Centers

Bachman's - Minneapolis
Green Valley - Ramsey
Malmberg's - Blaine
Gertens - Inver Grove
Mickman Brothers - Blaine
MN Gardens - Chaska
Lynde - Maple Grove
Abrahamson - Stillwater
Tangletown - Minneapolis
Highland - St. Paul
Pletscher's - New Brighton

Activity Ideas

Go to the Zoo
Visit a Farmer's Market
Picnic in the Park
Plant a Garden
Create a Fairy Garden
Build a Bird House
Go on a Nature Walk
Have a Garage Sale
Make Fresh Lemonade
Make Cocktails/Mocktails
Boardgames on the Patio
Watch the Sunset
Host a BBQ or Bonfire
Watch a Baseball Game
Visit an Ice Cream Shop

Spring Maintenance

- Dust Ceiling Fan Blades
- Flip Direction of Ceiling Fan
- Clean Out & Check Expiration Dates on Pantry Items & Spices
- Clean Inside & Under Appliances
- Check & Change Batteries in Smoke Detectors & CO Detectors
- Service Air Conditioning Unit
- Inspect Roof & Siding
- Inspect & Repair Window Screens
- Clean Inside & Outside of Windows
- Prune Trees & Bushes
- Clean Gutters of Debris
- Clean Out & Organize Garage

Riddle, Riddle

Penny has five children:
The 1st is named January.
The 2nd is named February.
The 3rd is named March.
The 4th is named April.
What is the name of the 5th kid.

A Note From Our Team

We have many clients getting their homes ready to hit the market this spring! Check out our EXCLUSIVE list of upcoming pre-market listings today by visiting:

FindtheONEFirst.com

Start the year off right by finding out what your home would be valued at in this HOT market by taking advantage of our FREE, no obligation market evaluation. We have buyers that could be a potential match for your home!

Flower Pretzel Bites

Shopping List: Square Criss Cross Pretzels, Ghiradelli White Candy Melts & Spring Colored M&Ms

Instructions:

1. Place Pretzels on Parchment Paper Lined Baking Sheet
2. Place One Candy Melt in Center of Each Square Pretzel
3. Bake at Lowest Temp until Candy Melt is Softened
4. Remove from Oven & Place M&Ms in a Flower Pattern
5. Let Cool & Enjoy!



Easter Activity Sheet

Color Me



Fill in the Vowels

B__NN__S__R__BR__WN
B__NN__S__R__WH__T__
B__NN__S__R__LW__YS
__N__ST__R__D__L__GHT

Easter Crossword Puzzle



ACROSS

1 WHAT PEOPLE DO ON EASTER
5 RHYMES WITH SHOPPING
7 A WOVEN CONTAINER TO HOLD OR CARRY THINGS
8 A LONG EARED ANIMAL THAT HOPS

DOWN

1 A FAVORITE EASTER TREAT
2 THESE ARE DECORATED FOR EASTER
3 EASTER IS ON THIS DAY OF THE WEEK
4 ONE OF THE FOUR SEASONS OF THE YEAR
6 A HOLIDAY IN THE SPRING

Easter Word Search Puzzle

R S J O M M O F V H V F F W Q
S M G W X I L Y A R W H E T L
C P N G P D S C C I O L Y Y Z
B B I B E T A T I L T N C L S
X D R L M R I F I S N H D I H
X G P Q U B W D F U Z E Z M U
F L S R B T A C B O B Z R A N
L U D A U Y O K A K S T I R X N
O P R C C H I C K S T I R X N
W V T E K S A B G S R W L W T
E U G J Z V E T A L O C O H C
R C A N D Y B E L S B S K S M
S Z Z G U J U S Q K I T D I K
E I Y S U N D A Y L Z G G L E
N O I T A R B E L E C E M R B

BASKET BUNNY CANDY CELEBRATION CHICKS CHOCOLATE
DAFFODIL EASTER EGGS FAITH FAMILY FLOWERS
HOLIDAY HUNT RABBIT SPRING SUNDAY TULIPS

Early Spring Annuals
(thrive in cooler weather)

 **Begonias**
 **Coleus**
 **Impatiens**
 **Pansies**
 **Poppies**
 **Snapdragons**

Mid-Late Spring Annuals
(bloom & thrive in our hot summers)

 **Ageratum**
 **Angelonia**
 **Caladiums**
 **Euphorbia**
 **Marigolds**
 **Mexican Heather**
 **Profusion Zinnias**
 **Periwinkle**
 **Petunias**
 **Salvia**

PERSONALIZED TOUCHES

- Birthday - Call, Text, Cards, Cake
- Wedding Anniversary - Call, Text, Card, Gift
- Home Anniversary Cards
- Holidays
- Thank you
- Hand written notes
- Event Invites

Thinking of you:

- Special Occasions
- The D's
- Something in Common
- In the Neighborhood



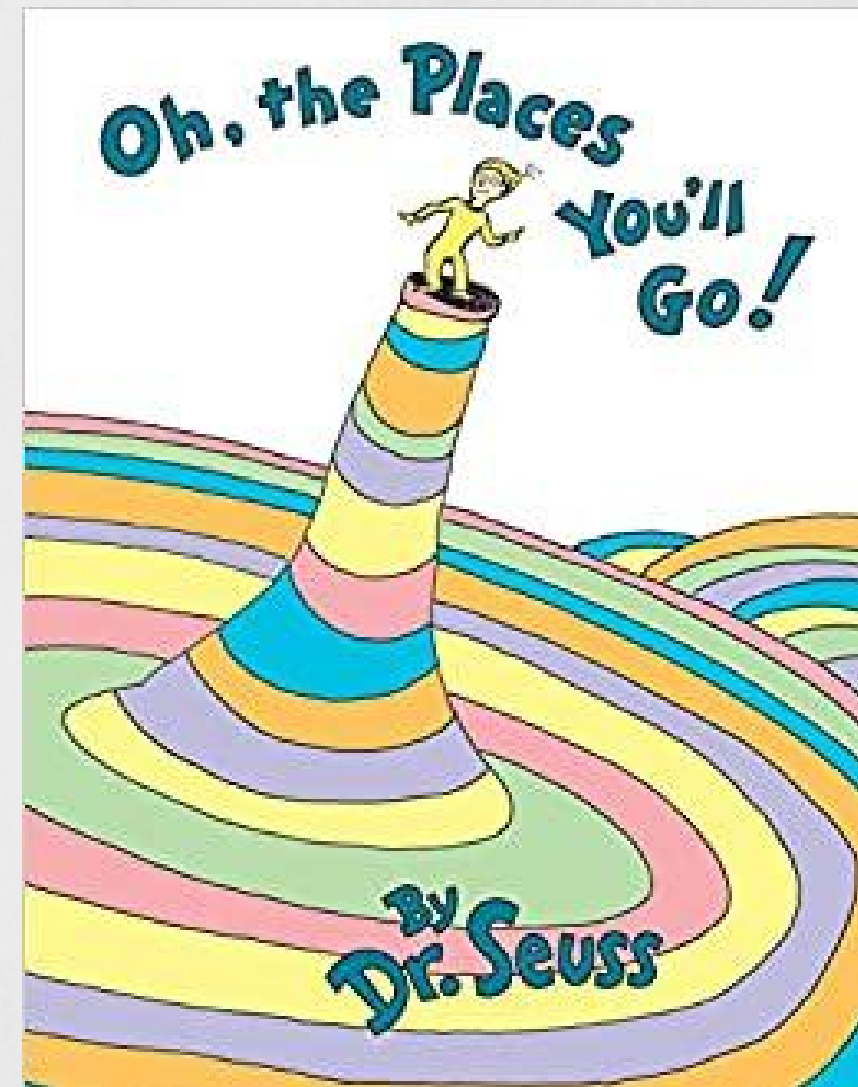
YOU'RE JOYFULLY INVITED TO A

DINNER CRUISE

ON THE BEAUTIFUL ST CROIX RIVER
AS WE GIVE THANKS TO YOU FOR
YOUR BUSINESS AND CONTINUED
SUPPORT OF OUR TEAM!

SEPTEMBER 18 • 4:45 PM

RSVP BY AUGUST 29TH TO SHELBY AT
SHELBY@JACKIEBREALTYGROUP.COM OR
763.607.7056 WITH NAMES OF ATTENDEES



ONE TO ONE

- New Neighbors
- Seasonal or Holidays
- Reverse - Pies, Wreaths, Game Day Pizza etc.
- Consultations
- Life Events - Babys, Weddings, Birthdays etc.
- Coffee, Lunch, Dinner, Drinks
- Activities - Pickleball, Golf, Wine Night, Book Club
- Groups - Vets, Women of Today, BNI, BIZ 2 BIZ
- Serving - Boards, Pannels

DOROTHY ELIZABETH

CONGRATS!

WE HAVE ARRANGED FOR A READY TO HEAT MEAL TO BE DROPPED AT YOUR DOORSTEP TODAY BETWEEN 2PM-4PM (IF YOU ARE NOT HOME, IT WILL BE LEFT FOR YOU)

FROM ALL OF US AT JACKIE B REALTY GROUP

You're Invited

to join me for a cup of coffee or beverage of your choice!

When: You name It!

Where: Your favorite coffee shop, I'll meet you there!

Why: Chat, Catch Up & Network!

Schedule Today!
612.382.6424
jackie@coachjackieb.com

Jackie Barthel
JB
Coaching & Consulting

GIFT CARD SLEEVES

THANKS A latte

THANKS A latte

THANKS A latte

THANKS A latte

Did somebody say there were

DONUTS

waiting for me in the break room?

HAPPY NATIONAL DONUT DAY!

Enjoy! ~ Shelbie Fluegel

Jackie B
REALTYGROUP

ONE TO ONES - JAN - MARCH

- New Years Eve
 - Champagne
 - Party Favors
 - Pizza Kits
 - Goal Setting/Check ins
- Superbowl
 - Pizza Kits
 - Football Themed Items
- Winter Themed
 - Indoor Snowball Fight
 - Snowman Kit
 - Boredom Busters
 - Hot Cocoa
- Valentines
 - Wine
 - Sweet Treats
- St Patricks
 - Pot O Gold - Rolos, Skittles
 - Gold Coins
 - Dress Up Items
 - Guinness
 - Lotto Tickets
- Mardi Gras
 - Beads
 - Decorations

DIY FAMILY INDOOR SNOWBALL FIGHT KIT



www.artsyfartymama.com



Winter

You're Invited
to join me for a cup of coffee or beverage of your choice!

When: You name it!

Where: Your favorite coffee shop, I'll meet you there!

Why: Chat, Catch Up & Network!

Schedule Today!
612.382.6424

Jackie B
REALTYGROUP



ONE TO ONES - APRIL-JUNE

- Easter
 - Peeps Baskets
 - Easter Baskets
- May Day
 - May Day Baskets
 - Flowers
- Mothers Day
 - Bath/Lotions
 - Coffee/Wine
 - Candles
 - Flowers
- Memorial Day
 - Flags
 - Flowers
- Spring
 - Seeds/Flowers
 - Gardening Tools
 - Earth Day
 - Bubbles/Chalk/Jump Rope
 - Lemonade
 - Scavenger Hunt
 - Baseball Themed Items
 - Spring Break
 - Basket of Sunshine

Springy



ONE TO ONES - JULY-SEPT

- 4th Of July
 - Fireworks
- Beach Fun
- Bubbles
- Outdoor Fun
- Back to School
- State Fair
- Ice Cream
- Water Fun
- World Series
- Labor Day
- Grilling
- Lemonade
- Cocktails



ONE TO ONES - OCT - DEC

- Fall

- Pumpkin Spice
- Coffee
- Pumpkins
- Mums
- Candy Corn
- Homemade Goods
- Smores Kits
- Carmel Apples

- Halloween

- Candy
- Pumpkin Carving

- Thanksgiving

- Thanksgiving Food
- Blessing Mix
- Wine

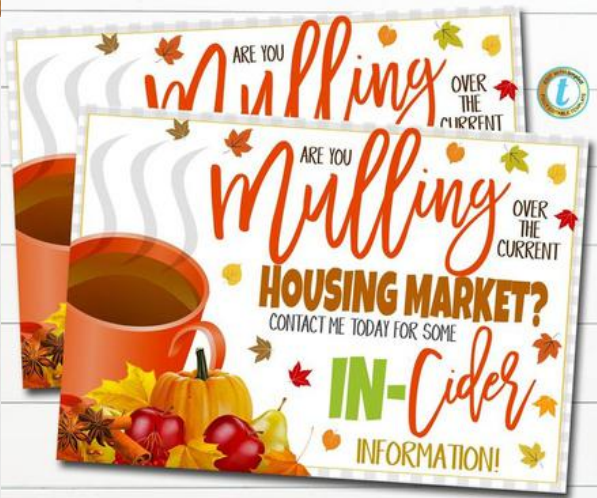
- Christmas

- Ornaments
- Wrapping Paper
- Cookie Mix
- Gingerbread House

SCAVENGER HUNT BAG



Fall

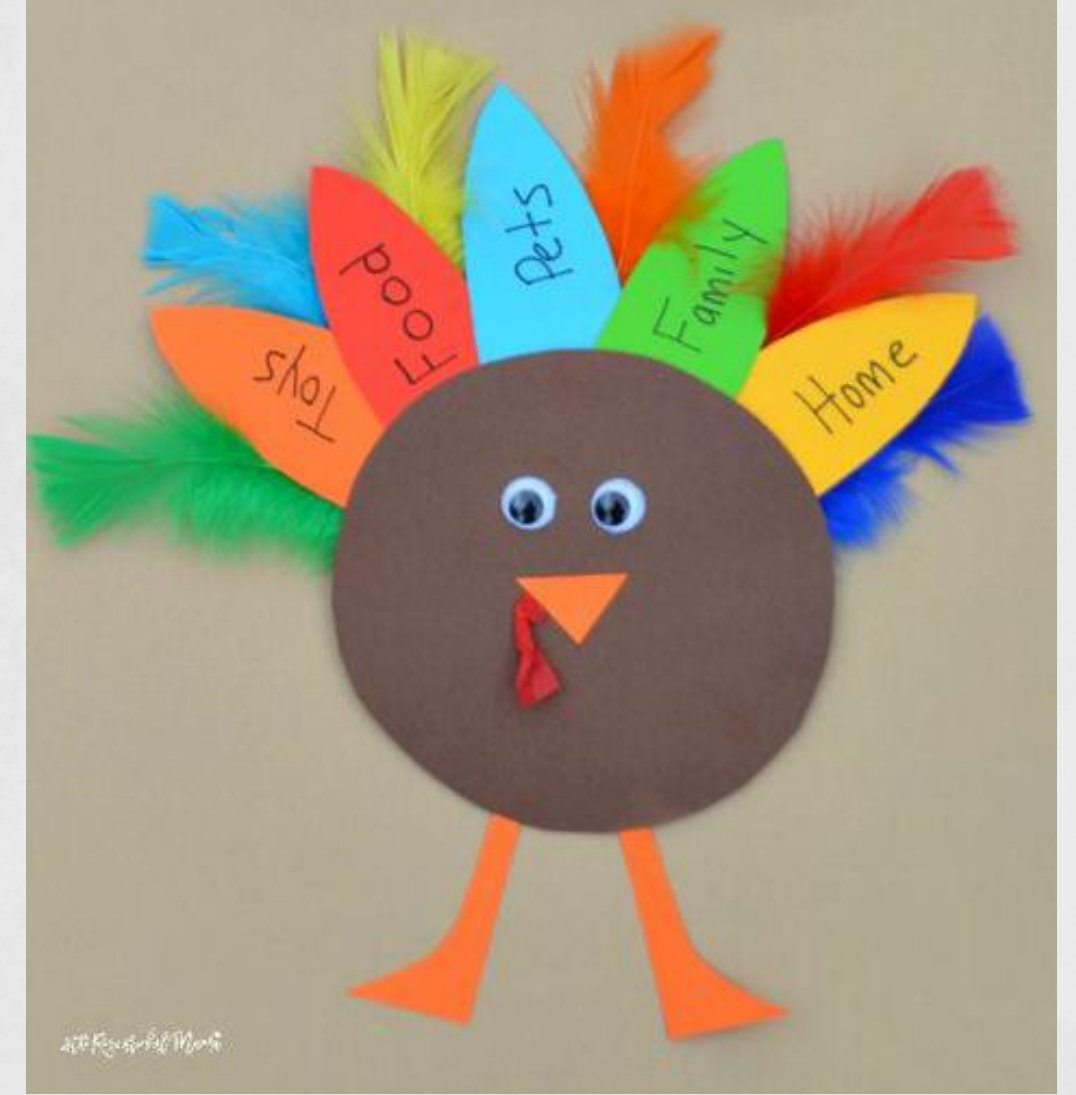


I'm always willing to *Carve out* time for you!

Wishing you a very **Happy Halloween!**

- Your Name







CLIENT EVENTS

- Past Client Events
- Potential Client Events
- Seminars
- Volunteer Events
- Community Events

EVENT IDEAS

- Sledding/Ice Skating
- Bowling
- Movie Theater
- Moms Spa Day
- Photos with Santa
- Happy Hour
- Feed My Starving Children
- Craft Night
- Wrapping Night
- Date Night Childcare
- Pumpkin Patch
- Corn Maze
- Pie Day
- Apple Orchard
- Baseball Game
- Shred It Event (Earth Day)
- Recycle Day
- Tree Giveaway- Saplings
- Luau (Spring Break)
- Beach Day
- Photos with Easter Bunny

IN-PERSON tasting events



WINE • BEER • COCKTAILS • WHISKEY

bottlesnation.com

COSTUME CONTEST

POST A PICTURE TO BE ENTERED INTO THE
JACKIE B REALTY GROUP COSTUME CONTEST!

HAPPY HALLOWEEN

****Deadline Nov. 1st 11:59pm****



YOU'RE JOYFULLY INVITED TO A

DINNER CRUISE

ON THE BEAUTIFUL ST CROIX RIVER
AS WE GIVE THANKS TO YOU FOR
YOUR BUSINESS AND CONTINUED
SUPPORT OF OUR TEAM!

SEPTEMBER 18 • 4:45 PM

RSVP BY AUGUST 29TH TO SHELBY AT
SHELBY@JACKIEBREALTYGROUP.COM OR
763.607.7056 WITH NAMES OF ATTENDEES



JACKIE B REALTY GROUP INVITES YOU TO

Fun on the Farm

SATURDAY, OCTOBER 9TH

EVELAND FAMILY FARM
2575 ANDOVER BLVD NW, ANDOVER, MN 55304
4:30PM - 7:00PM; LAST HAY RIDE AT 6:30PM

GRAB THE FAMILY AND JOIN US FOR AN
EVENING OF FALL FUN! THERE WILL BE FARM
ANIMALS, CORN MAZE, HAY RIDES, BONFIRE
WITH SMORES AND MORE.

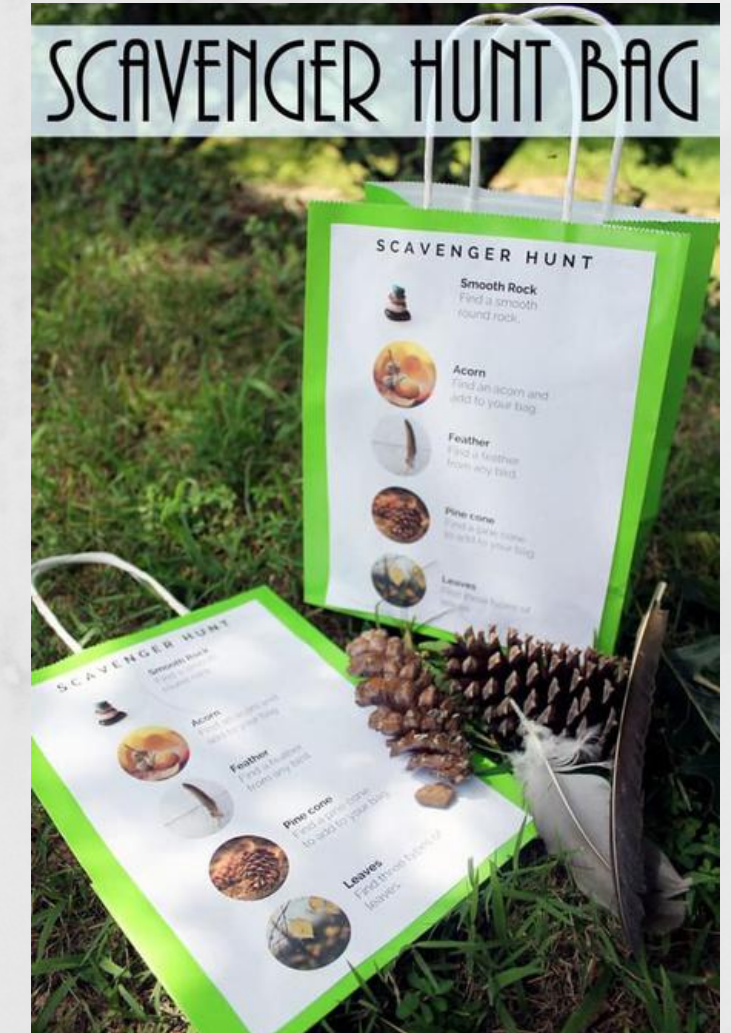
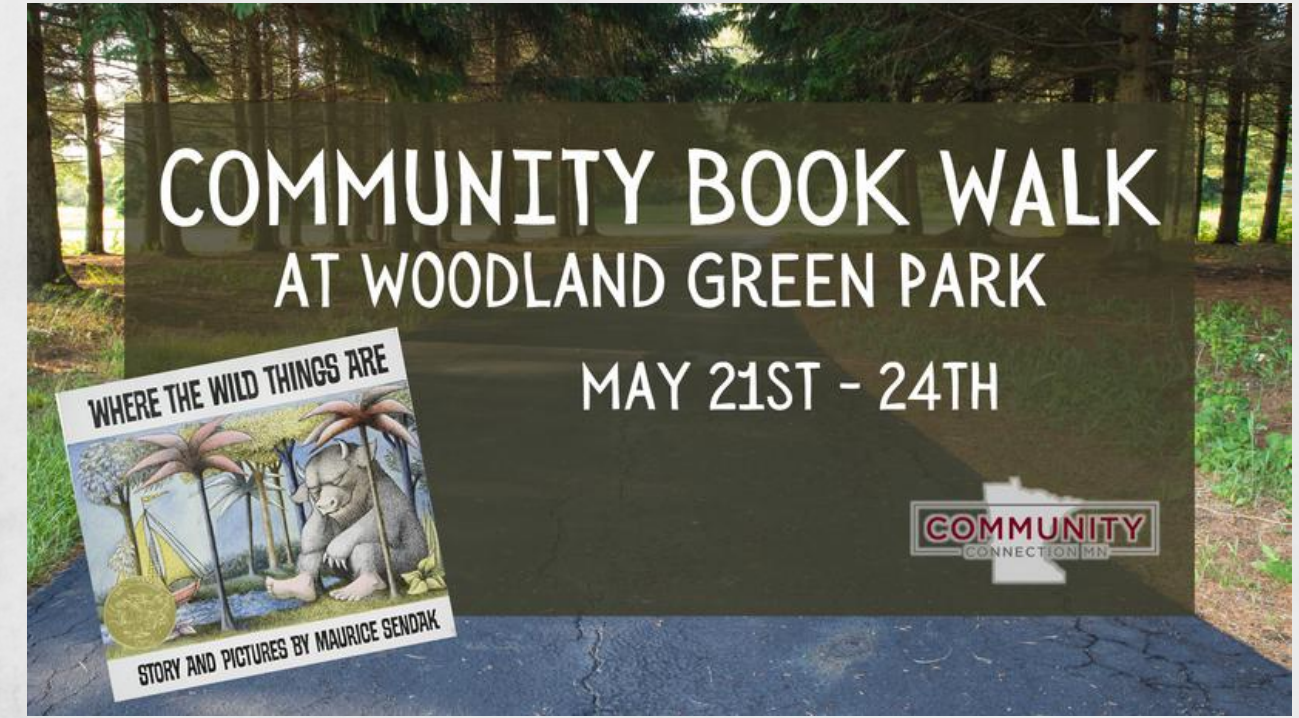
EACH CHILD WILL GET TO PICK OUT AND
TAKE HOME A PIE PUMPKIN ON US!

RSVP BY OCTOBER 2ND BY VISITING:
[HTTPS://BIT.LY/2W3XAFI](https://bit.ly/2W3XAFI)



COMMUNITY AND VENDOR EVENT

- Spotlight Small Business
- Drop of Donuts
- Highlight Community Events
- Business Expos/Home Shows
- Craft Fairs
- Buyer/Seller Workshops
- Mix and Jingle
- Community Groups
- Community Organizations
- Local Sports Events
- Charity Events
- Game Nights
- Craft Nights
- Christmas Tree Bonfire
- Fall Clean Up
- Night to Unite



Join us for a Woman In Business
Mix & Jingle
 Tuesday, December 7th at 7:00pm



You're Invited
 to join me for a cup of coffee or beverage of your choice!

When: You name It!

Where: Your favorite coffee shop, I'll meet you there!

Why: Chat, Catch Up & Network!

Schedule Today!
 612.382.6424
 jackie@coachjackieb.com

Jackie Borthel
JB
 Coaching & Consulting



LADIES'
 Craft
NIGHT

Did somebody say there were
DONUTS
 waiting for me in the break room?
HAPPY NATIONAL DONUT DAY!
 Enjoy! ~ Shelbie Fluegel

Jackie B REALTYGROUP

SPOOKY HALLOWEEN DOORS





Toys for Joy



Toy Collection

LET'S JOIN TOGETHER FOR

ONE DAY!

THE NORTHEAST OFFICE IS COLLECTING DONATIONS FOR NORTH MEMORIAL HOSPITAL STAFF

- MONETARY DONATIONS (TO PURCHASE ITEMS)
- INDIVIDUALLY WRAPPED SNACKS
 - CHIPS, TRAIL MIX, JERKY, ETC.
- GRANOLA OR PROTEIN BARS
- BOTTLED WATER OR FLAVORED BEVERAGES
- BOTTLED/CANNED CAFFEINATED DRINKS

COLLECTING DONATIONS THROUGH APRIL 30TH

REALTYONEGROUP CHOICE

Jackie B Realty Group presents....

25 Days of *Kindness!*

Bringing joy to others this holiday season!

Jackie B REALTYGROUP ONE REALTYONEGROUP CHOICE

FEED MY STARVING CHILDREN



Jingle ALL THE WAY

We are ringing bells for the Salvation Army from 2pm to 4pm at...

COBORNS RAMSEY
7900 Sunwood Dr NW
Ramsey, MN 55303

Jackie B REALTYGROUP ONE REALTYONEGROUP CHOICE

Volunteer

Outer Circle

- Geographic Farm
- Demographic Farm
- Situational Groups - Foreclosures, Divorce, 1st Time Homebuyers
- Community

WHAT IS A FARM?

Geographic: Location Driven

Example: Neighborhood

Demographic: Group of People

Example: Women in Business

THINGS TO CONSIDER

A good geographical farm includes

- 500 homes or less
- Healthy demand
- Homes are being listed for sale frequently
- Not one agent holds a market share
- A place where you've got some name recognition
- Some built-in expertise

TURN OVER RATE

Divide the number of homes in your farm area by the number of homes sold in the last 12 months.

For example, let's say 15 houses have been sold in the past 12 months. There are 150 homes in the area. Therefore:

$$(15 \div 150) \times 100 = 10\% \text{ turnover rate}$$

You typically want to see 5% turnover rate or higher.

THINGS TO CONSIDER

A good demographic farm includes

- 100 people or less
- An area of interest
- A place where you've got some name recognition
- Some built-in expertise
- Easily reachable

SITUATIONAL GROUPS

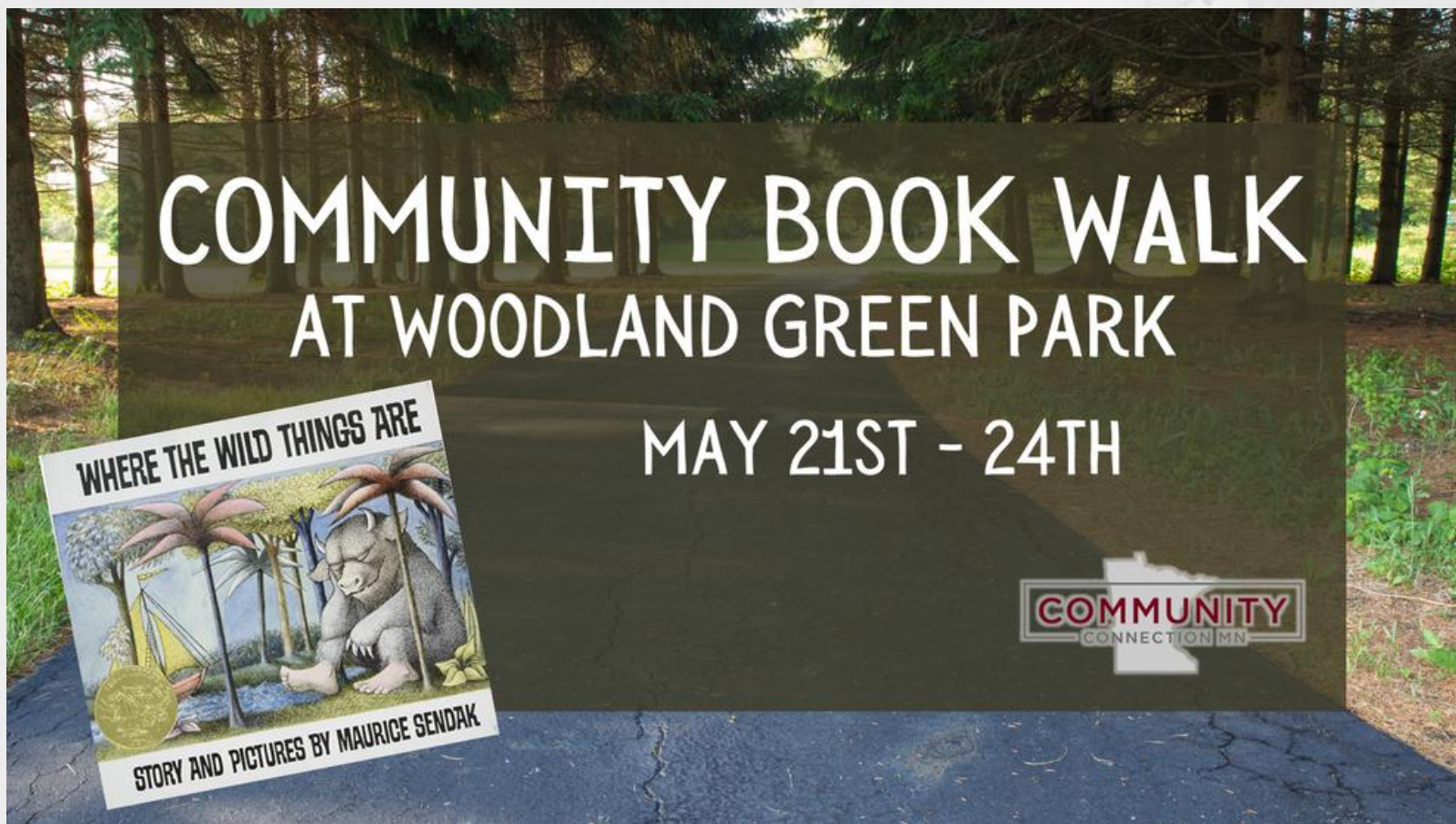
- Expired Listings
- Cancelled Listings
- Foreclosures
- Veterans
- Home Partners
- 1st time Homebuyers

THINGS TO DO:

- Knock on doors
- Direct Mail
- Email
- Cold Call
- Host Events/Seminars
- Blog/Vlog
- Target Marketing on Social Media

COMMUNITY

- Host or attend Community Events
- Join Community Groups and organizations
- Sponsorships and Community Support
- Highlight Small Businesses





Jackie B
REALTYGROUP

is a proud sponsor of
Anoka Swim & Dive!

GO TORNAOES!



"SCORE" YOUR FREE HOME VALUE HERE!

612.382.6424
INFO@JACKIEBREALTYGROUP.COM
JACKIEBREALTYGROUP.COM
f: JACKIEBREALTYGROUP




Jackie B
REALTYGROUP

is a proud sponsor of
Anoka Hockey



GO TORNAOES!

"SCORE" YOUR FREE HOME VALUE HERE!



REALTYONEGROUP
612.382.6424 CHOICE
JACKIEBREALTYGROUP.COM
INFO@JACKIEBREALTYGROUP.COM



Jackie B
REALTYGROUP

is a proud sponsor of
Anoka Football!

GO TORNAOES!

"SCORE" YOUR FREE HOME VALUE HERE!



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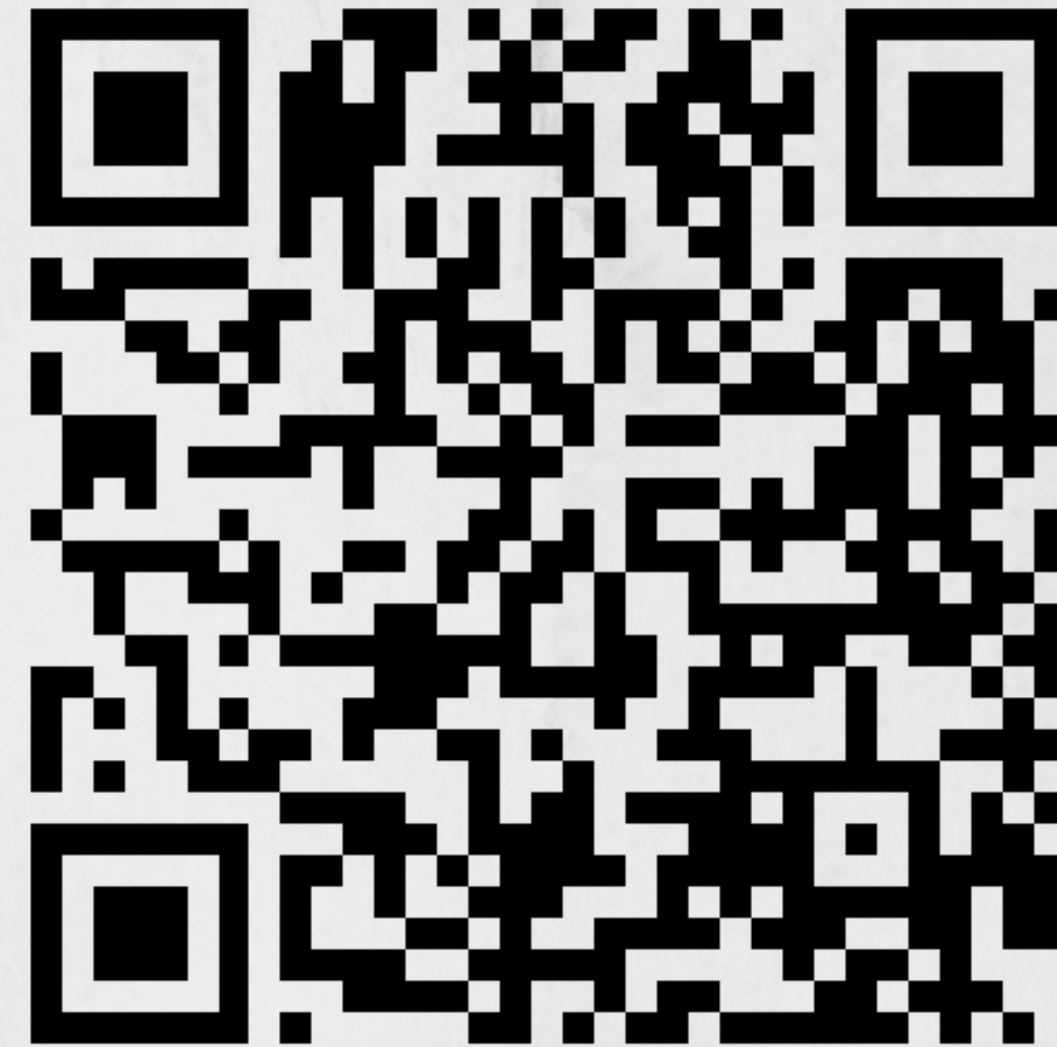



THINK OUTSIDE THE BOX

- Host a small gathering
- Connect with a business partner to host a class
- Join Clubs and Organizations
- Serve your community
- Use your everyday activities to connect

LEAD CAPTURE

I can help!



Have a plan!

#1: Get your CRM up and running

#2: Establish a lead follow up process

#3: Marketing Calendar

#4: Create/Pick Campaigns

#5: Get Supplies

#6: Track Activities



LOVING YOUR CLIENTS THROUGH THE HOLIDAYS



PRESENTED BY: JACKIE BARTHEL





Connecting With Your Contacts
& Community During The
Holidays!



A note to remember...

"IF YOU WORK JUST FOR MONEY, YOU'LL NEVER
MAKE IT, BUT IF YOU LOVE WHAT YOU'RE DOING
AND YOU ALWAYS PUT THE CUSTOMER FIRST,
SUCCESS WILL BE YOURS."

~ Ray Kroc

E-Newsletters and Email Campaigns
Socials

Generic Newsletters and Mailings
Personalized Mail

Calls, Texts &
Electronic Message

One-to-One
Giveaways
Client Events

Things to consider:

#1: **YOUR WHY (MISSION, VISION, VALUES)**

#2: **YOUR GOALS - WHAT IS THE END GOAL**

#3: **YOUR PILLARS/FUNNELS**

#4: **YOUR TALENTS, AREA OF EXPERTISE AND RESOURCES**



THROUGHOUT *Fall*

MAILING & EMAILING

FALL NEWSLETTER

FALL HOME CHECKLIST

FALL EVENTS CALENDAR

CORN MAZE TICKET GIVEAWAY

FOOTBALL GOODIES GIVEAWAY

COFFEE GIVEAWAY "PUMPKIN SPICE"

HANDWRITTEN NOTES

APPLE ORCHARD & PUMPKIN PATCH FINDER

FOOTBALL OR HOCKEY MAGNETS

LUNCH BOX CARDS

FIRST DAY OF SCHOOL CHECKLISTS

THROUGHOUT *Fall* EXAMPLES

FALL HAPPENINGS

SMORES TRAIL MIX
As you're headed out on your fall adventures, be sure to bring a snack. This trail mix is a quick and fun idea to take on the go!

INGREDIENTS:
2 Cups Mini Pretzels, 1 Cup Mini Marshmallows, 1 Cup Milk Chocolate Chips, 1.5 Cups Birthday Cake Goldfish Crackers

HOW TO:
Grab a large mixing bowl, Pour in all ingredients, Mix together & Enjoy!

A NOTE FROM OUR TEAM
This year has been just as crazy as the last! Take some time to enjoy these fun fall ideas with family and friends that we've included in the newsletter.
We hope you have a fantastic fall season filled with joy, good health and great memories. Sending well wishes for a great school year!

- Jackie, Anthony & Shelbie

PUMPKIN DECORATING
While many opt to carve their pumpkins, there are lots of creative ways and craft supplies you can use to decorate that don't involve the guts...

Buttons, Pipe Cleaners, Paint, Push Pins, Gems, Markers, String, Colored Paper, Duct Tape, Glitter, Googly Eyes, Etc.

FALL FUN IDEAS

- TWIN CITIES MAZE
Brooklyn Park
- SEVER'S CORN MAZE
Shakopee
- DEADEND HAYRIDE
Wyoming
- VALLEYS CARE
Shakopee
- HALLOWEEN PARADE
Anoka - Oct 30th

FALL CHECKLIST

- Change Furnace Filter
- Cut Back Plants and Shrubs
- Clean Chimney & Fireplace
- Check all Weather Stripping
- Rake, Bag & Recycle Leaves
- Clean Out Gutters of Debris
- Check Smoke & CO2 Detectors
- Get Sprinklers Blown Out
- Get Fireplace Tuned Up
- Fix Drafts from Windows
- Clean Lint Trap from Dryer

RIDDLE, RIDDLE ???
While some spring forward, I choose to fall back. Come and join me while you sit on a haystack. I may show a movie with a crazed maniac, I will for sure host a festival to give you a heart attack.

Answer: October

PUMPKIN PATCHES & APPLE ORCHARDS

PEARSON FAMILY FARM Ramsey	EVELAND FAMILY FARM Andover
PINEHAVEN FARM Wyoming	SCHILTGEN FARMS Afton
DEHNS PUMPKINS Dayton	SILVER CREEK FARM Princeton
PINE TREE APPLE ORCHARD White Bear Lake	WALDOCH FARM Lino Lakes
AAMODT'S APPLE FARM Stillwater	APPLE JACKS ORCHARD Delano

Jackie B ONE REALTYONEGROUP CHOICE
612.382.6424 - Info@JackieBRealtyGroup.com

2019 Fall Twin Cities Happenings

"Autumn is a second spring when every leaf is a flower"
- Albert Camus

Corn Mazes & Hayrides

- Twin Cities Harvest Festival
Brooklyn Park - Open Sat & Sun
- Sever's Corn Maze & Fall Festival
Shakopee - Open Fri-Sun
- Dead End Hayride
Wyoming - Open Thur-Sun - Scary!

Pumpkin Patch Locator

- 101 Market Pumpkin Patch
Otsego - Open Daily
- Eveland Family Farm
Andover - Open Daily
- Dehn's Pumpkins
Dayton - Open Daily
- Pearson Family Farm
Ramsey - Open Wed-Sun
- Waldoch Farm
Lino Lakes - Open Daily

Apple Pickin' Fun

- Apple Jack Orchards
Delano - Open Daily
- Remick's Orchard
Anoka - Open Daily
- Aamodt's Apple Farm
Stillwater - Open Daily
- Pine Tree Apple Orchard
White Bear Lake - Open Daily

Watch your mailbox for the MN Wild Schedules soon!

Jackie B ONE REALTYONEGROUP CHOICE

Visit their websites for event calendars

ENTER FOR A CHANCE TO WIN A PAIR OF TICKETS

TWIN CITIES HARVEST FESTIVAL AND MAZE

Jackie B ONE REALTYONEGROUP CHOICE

Family Friendly Pumpkin Patches

- Anoka County Farms - Ham Lake
- Berry Hill Farm - Anoka
- Eveland Family Farm - Andover
- Pearson Family Farm - Ramsey
- Pinehaven Farm - Wyoming

THROUGHOUT *Fall* EXAMPLES

Fall Home & Garden Winter Prep Checklist



Outdoor:

- Sprinkler blowout
- Coil and put away hoses
- Insulate facets
- Harvest remainder of garden produce
- Clean and prep garden beds
- Winterize animal habitats
 1. Clean buildings
 2. Inspect and repair shelters
 3. Predator proof *everything!*
 4. Switch out lights for heat lamps
 5. First-aid kits for animals
- Clean and cover air conditioning units
- Remove and store outdoor decorations

Indoor:

- Replace furnace filters
- Clean vents
- Move furniture off vents
- Fireplace – inspect and clean chimney
- Remove and clean summer bedding, replace with flannel sheets and winter bedding
- Bring out winter blankets, throws, and rugs
- Reverse ceiling fans (helps distribute heat)
- Make sure families sweaters and cold weather apparel are rotated to be easily accessible
- Make a list of family winter wear needs & purchase
- Have a winter preparedness kit ready



Farm Fun Finder

While walking around the farm check off all of the items on the finder, find a member of Jackie B Realty Group & turn in for a chance to win a prize!

ALPACA 	INFLATABLE PUMPKIN 	SQUASH
WHITE PUMPKIN 	PEACOCK 	HAY RIDE
BONFIRE 	TAKE A PHOTO BY THE WAGON 	PIG

BE SURE TO TAG US IN YOUR PHOTOS ON FACEBOOK!



THROUGHOUT *Fall*

DELIVERIES & POP BYS

BACK TO SCHOOL POP BY

CARMEL APPLE POP BY

TEACHER TREATS

APPLE CIDER POP BY

VARIETY POPCORN POP BY

PIZZA KIT

FOOTBALL RELATED ITEMS

SMORES KITS

SCAVENGER HUNT BAGS

PUMPKIN SPICE COFFEE GIFT

MUM FLOWER DELIVERY

PUMPKIN DELIVERY

THROUGHOUT *Fall* EXAMPLES



THROUGHOUT *Fall* EXAMPLES



THROUGHOUT *Fall*

EVENTS

APPLE ORCHARD EVENT

PUMPKIN PATCH EVENT

CORN MAZE DAY

PUMPKIN CARVING NIGHT

TRUNK OR TREAT

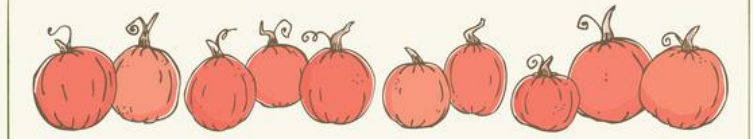
AFTER SCHOOL PIZZA PARTY

COFFEE & DONUTS DRIVE THROUGH

SCHOOL SUPPLY DRIVE

FOOD DRIVE

SCENIC BOAT RIDE



JACKIE B REALTY GROUP INVITES YOU TO

Fun on the Farm

SATURDAY, OCTOBER 9TH

EVELAND FAMILY FARM
2575 ANDOVER BLVD NW, ANDOVER, MN 55304
4:30PM - 7:00PM; LAST HAY RIDE AT 6:30PM

GRAB THE FAMILY AND JOIN US FOR AN EVENING OF FALL FUN! THERE WILL BE FARM ANIMALS, CORN MAZE, HAY RIDES, BONFIRE WITH SMORES AND MORE.

EACH CHILD WILL GET TO PICK OUT AND TAKE HOME A PIE PUMPKIN ON US!

RSVP BY OCTOBER 2ND BY VISITING:
[HTTPS://BIT.LY/2W3XAFI](https://bit.ly/2W3XAFI)



Halloween



MAILING & EMAILING

HAUNTED HOUSE FINDER

HALLOWEEN EVENT SCHEDULE

TRUCK OR TREAT MAPS

PUMPKIN CARVING CONTEST

COSTUME CONTEST

HOUSE DECORATING CONTEST

HAUNTED HOUSE TICKETS

DELIVERIES & POP BYS

YOU'VE BEEN BOO'D BUCKETS

PUMPKIN CARVING KITS

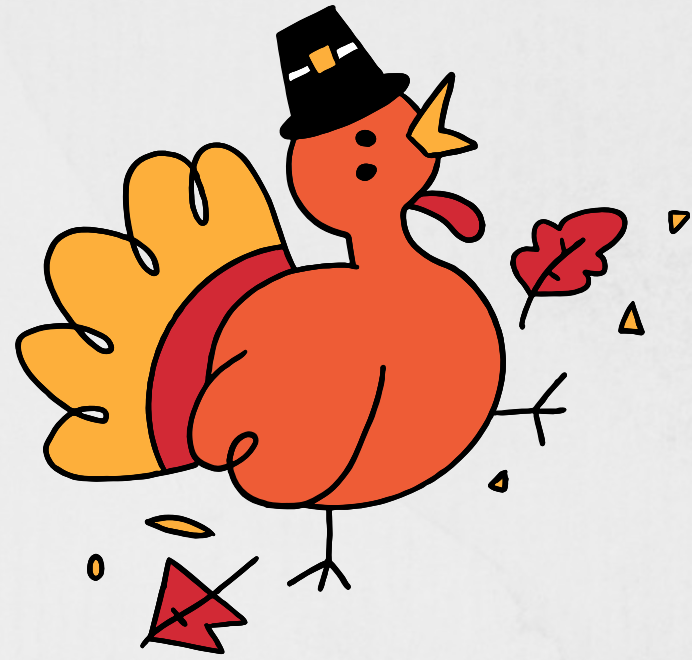
TREAT BUCKETS

PUMPKIN DELIVERY



Halloween EXAMPLES





Thanksgiving

MAILING & EMAILING

HAPPY THANKSGIVING EMAIL

RECIPE IDEAS

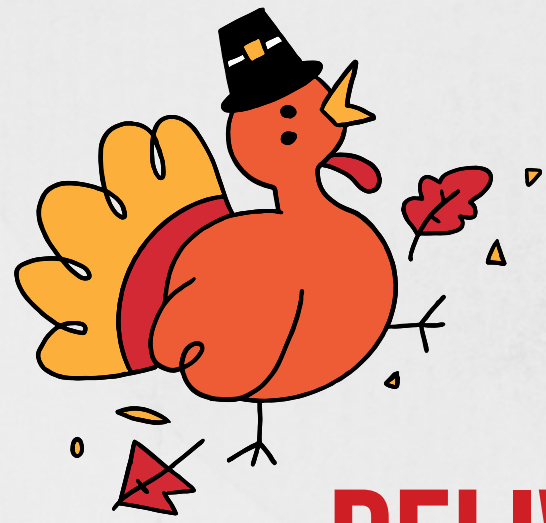
PRINTABLE ACTIVITIES OR COLORING PAGES

CARDS OR HANDWRITTEN NOTES

BRING TO THANKSGIVING PACKET

TURKEY TRIVIA

THANKFUL CARDS



Thanksgiving

DELIVERIES & POP BYS

BOTTLE OF WINE

THANKFUL BASKETS

PIE OR TURKEY DELIVERY

KIDS CRAFT KIT

BLESSINGS MIX

EVENTS

PIE GIVEAWAY - FULL EVENT OR DRIVE UP

Thankful, Grateful & Blessed!

Jackie B Realty Group invites you to our Annual Pie Night
as we give thanks to YOU for all of your support!

Sunday, November 21st

4:00pm to 7:00pm

Riverwind Community Center

11708 Bittersweet Ave NW

Coon Rapids, MN 55433

See back for more details!



Thanksgiving

EXAMPLES



THROUGHOUT *Winter*

MAILING & EMAILING

SLEDDING HILLS FINDER

HANDWRITTEN NOTES

SKATING RINK FINDER

WINTER BUCKET LIST

SNOWFLAKE MAKING CONTEST

WINTER HOME CHECKLIST

SNOWMAN CONTEST

WINTER NEWSLETTER

WINTER CARNIVAL EVENT LIST

BORDOM BUSTERS

NEW MOVIE LISTS

THROUGHOUT *Winter*

DELIVERIES & POP BYS

THERMAL CUPS WITH
CHOCOLATE

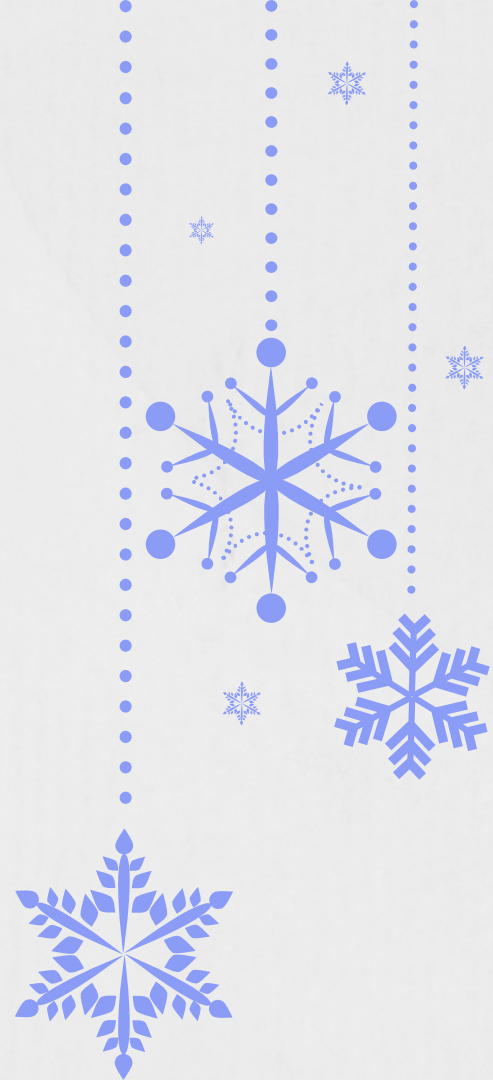
HOT COCOA POP BY
COOKIE MIX JAR POP BY
SNOWMAN KIT DELIVERY

INDOOR SNOWBALL FIGHT KIT

EVENTS

SLEDDING OR SKATING
NIGHT

HAT & MITTEN DRIVE
BLANKET DRIVE
VOLUNTEER OPPORTUNITIES



THROUGHOUT *Winter* EXAMPLES



LOCAL WINTER FUN

Ice Rinks:

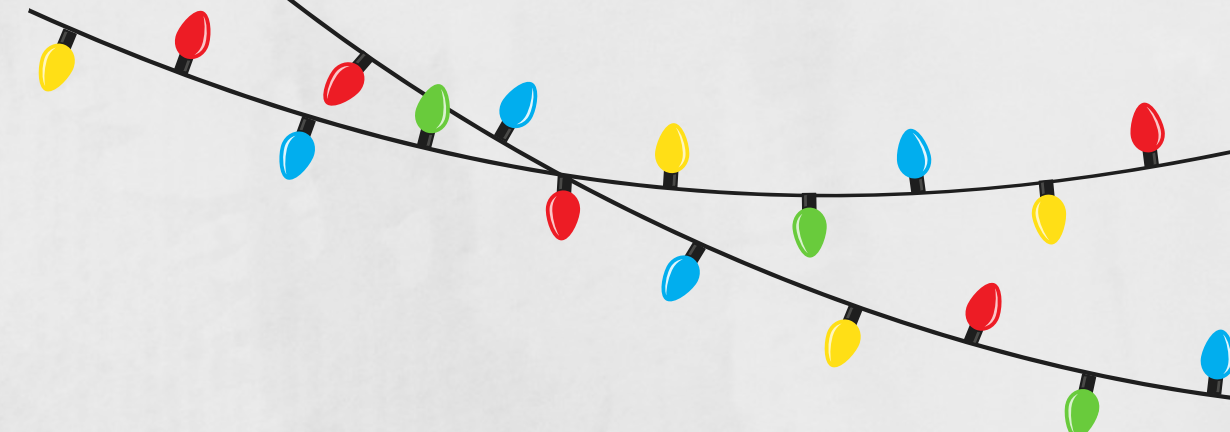
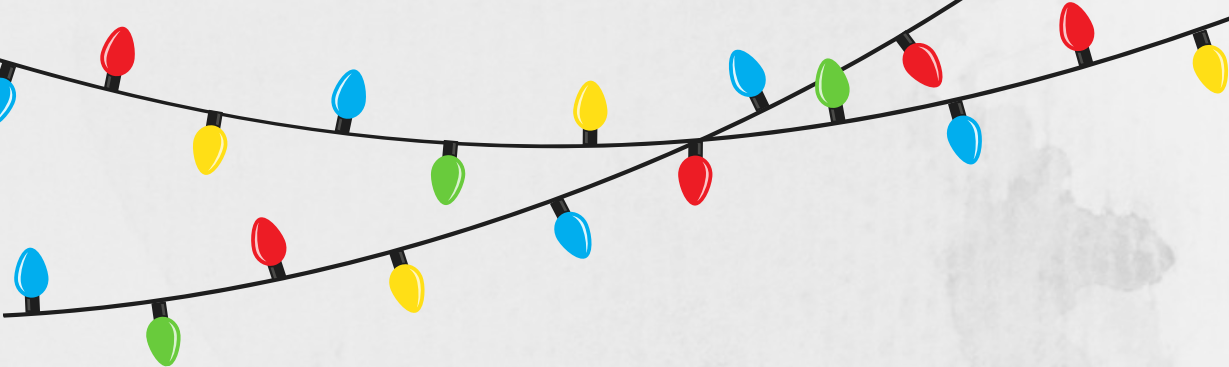
- Central Park
- Ramsey Elementary
- George Enloe Park
- Wilson Elementary
- Lincoln Elementary
- Rick Sorenson Park
- Rudy Johnson Park

Sledding Hills:

- Alpine Park
- George Enloe Park

Cross Country Skiing:

- Greenhaven Golf Course
- Rum River Central Park



Christmas **MAILING & EMAILING**

**HOLIDAY LIGHTS GRAPHIC
LIGHT RECYCLING PICK UP
HOUSE DECORATING CONTEST
LETTERS TO SANTA PRINT OUT
SMALL BUSINESS SHOPPING LIST**

**CHRISTMAS CARDS
HANDWRITTEN NOTES
COUNTDOWN CHAIN SUPPLIES
3D GLASSES**

Christmas EXAMPLES

Jackie B REALTYGROUP Merry & Bright

Holiday in Lights
Anoka County Fair Grounds
Dec 10th to Dec 26th
5pm-9pm Daily

Sedok House Projections
16507 Germanium St NW, Ramsey
6pm-9pm Daily

Loss Family Light Show
5635 156th Lane NW, Ramsey
5pm-9pm Sun-Thur
5pm-10pm Fri & Sat

Viking Blvd Drive Thru
6177 Viking Blvd NW, Nowthen
Dusk-10pm Daily
Weather permitting - Very windy days display will not be on!

Christmas on the Corner
15520 Basalt St NW, Ramsey
5pm-9pm Daily

Mellem Family Lights
301 173rd Lane NE, Ham Lake
6pm-9pm Daily

City of Ramsey's Holiday Lights Contest
Self Guided Tour Map on City of Ramsey Website

Cairl Family Lights
2342 145th Ave NW, Andover
Sun-Thur 5:30pm-9pm
Fri & Sat 5:30pm-10pm

City of Coon Rapids Holiday Lights Tour
Self Guided Tour Map on City of Coon Rapids Website

Kalata Christmas House
11927 Midway Street NE, Blaine
5pm-10:30pm Daily

Barno Family Lights
4102 88th Lane NE, Circle Pines
6pm-10pm Sun-Thur
6pm-11pm Fri & Sat

Durrant Family Lights
1750 130th Ave NE, Blaine
5pm-9pm Daily

Mike Behnke Lights
14113 Ilex St NW, Andover

Inflatable Xmas
1658 148th Ave NW, Andover
5pm-7am Daily

Kevin Pankratz Lights
12926 Tyler St NE, Blaine

Lights on Fresno Street
18016 Fresno St NW, Elk River
6pm-9pm Daily

Jeremy Jordan Lights
9673 Rosewood Ln N, Maple Grove

Langness Lights
9610 223rd St N, Forest Lake
6pm-9pm Daily

Follow Anoka Ramsey Community Connection on Facebook!



Jingle ALL THE WAY

We are ringing bells for the Salvation Army from **2pm to 4pm** at...

COBORNS RAMSEY
7900 Sunwood Dr NW
Ramsey, MN 55303

Jackie B REALTYGROUP ONE REALTYONEGROUP CHOICE

Holiday Events This Weekend:

Holiday In Lights - Anoka County Fair Grounds
Free - Santa, Hay Ride and Cocoa
Friday - Sunday

St. Paul European Christmas Market
Free - Music, Shopping and local food vendors
Friday - Sunday

Holidazzle at Loring Park
Free - Santa, Ice Skating and Bonfires
Saturday Fireworks at 7pm

Winter Lights at the Arboretum
\$15 - 13 Self Guided Light Displays
Friday - Sunday



Christmas

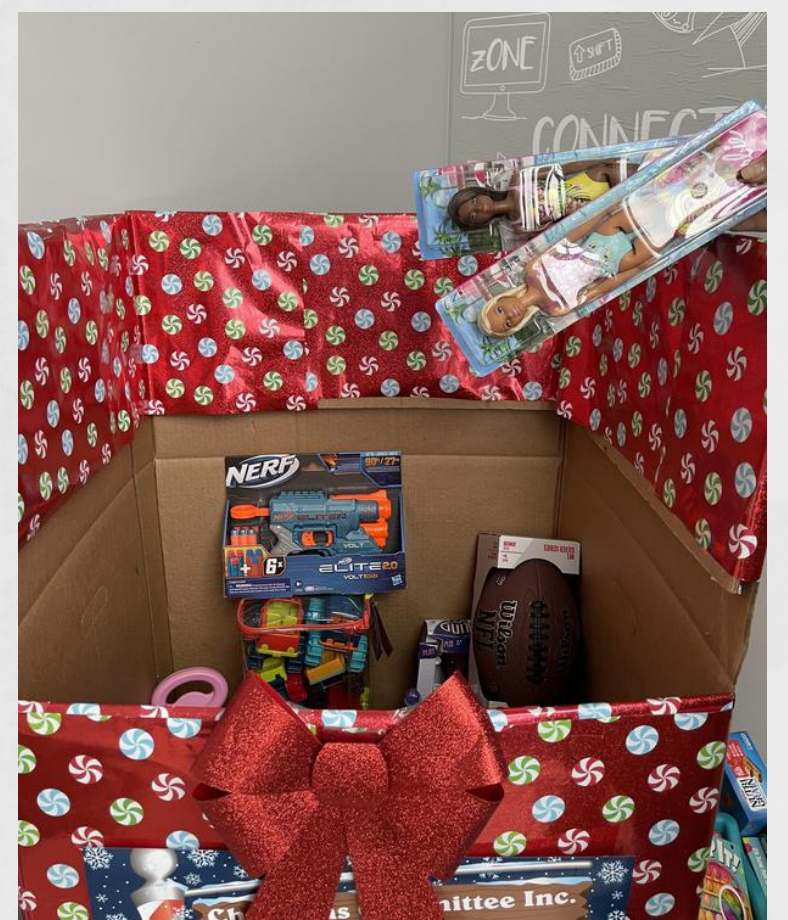
EVENTS

COOKIE EXCHANGE EVENT
COOKIE RECIPE SWAP
PHOTO OP WITH SANTA
HOLIDAY PARTY
MIX & JINGLE EVENT
SALVATION ARMY RED KETTLE
RINGING
TOY DRIVE
OPERATION CHRISTMAS CHILD

DELIVERIES & POP BYS

WRAPPING PAPER POP BY
COOKIE CUTTER BASKET POP
BY
CRAFT KITS FOR KIDS
ADVENT CALENDARS
GINGER BREAD HOUSE KITS
CHRISTMAS ORNAMENTS

Christmas EXAMPLES



Jackie B Realty Group presents....

25 Days of *Kindness!*

Bringing joy to others this holiday season!

Jackie B REALTYGROUP ONE REALTYGROUP CHOICE



Christmas EXAMPLES





New Years

MAILING & EMAILING

NEW YEARS

CARDS

2023 CALENDARS

DELIVERIES & POP BYS

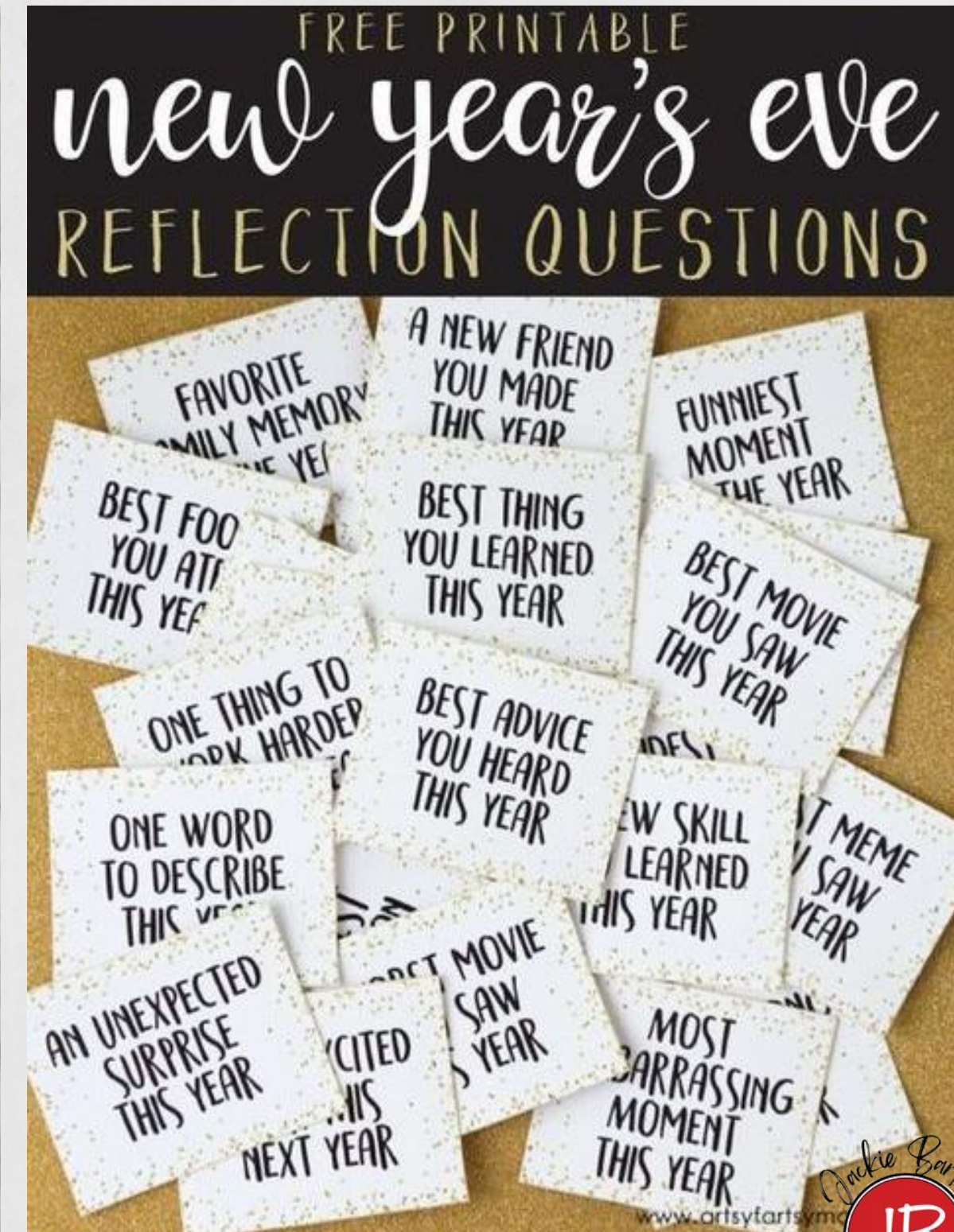
BOTTLE OF CHAMPAGNE

PARTY SUPPLY BASKET

KIDS CRAFT KITS

COUNTDOWN GAME KIT

New Years EXAMPLES



New Years EXAMPLES



Community and Vendor Partners

- Spotlight Small Business
- Drop of Donuts
- Highlight Community Events
- Business Expos/Home Shows
- Craft Fairs
- Buyer/Seller Workshops
- Mix and Jingle
- Community Groups
- Community Organizations
- Local Sports Events
- Charity Events
- Game Nights
- Craft Nights
- Christmas Tree Bonfire
- Fall Clean Up

Neighborhood and Vendor Partners



Join us for a Woman In Business
Mix & Jingle
Tuesday, December 7th at 7:00pm



You're Invited
to join me for a cup of coffee
or beverage of your choice!

When: You name It!

Where: Your favorite coffee shop, I'll meet you there!

Why: Chat, Catch Up & Network!

Schedule Today!
612.382.6424
jackie@coachjackieb.com

Jackie Barthele
JB
Coaching & Consulting



Did somebody say there were
DONUTS
waiting for me in the break room?
HAPPY NATIONAL DONUT DAY!
Enjoy! ~ Shelbie Fluegel

Jackie B
REALTYGROUP





LOVING YOUR CLIENTS

Winter and Spring



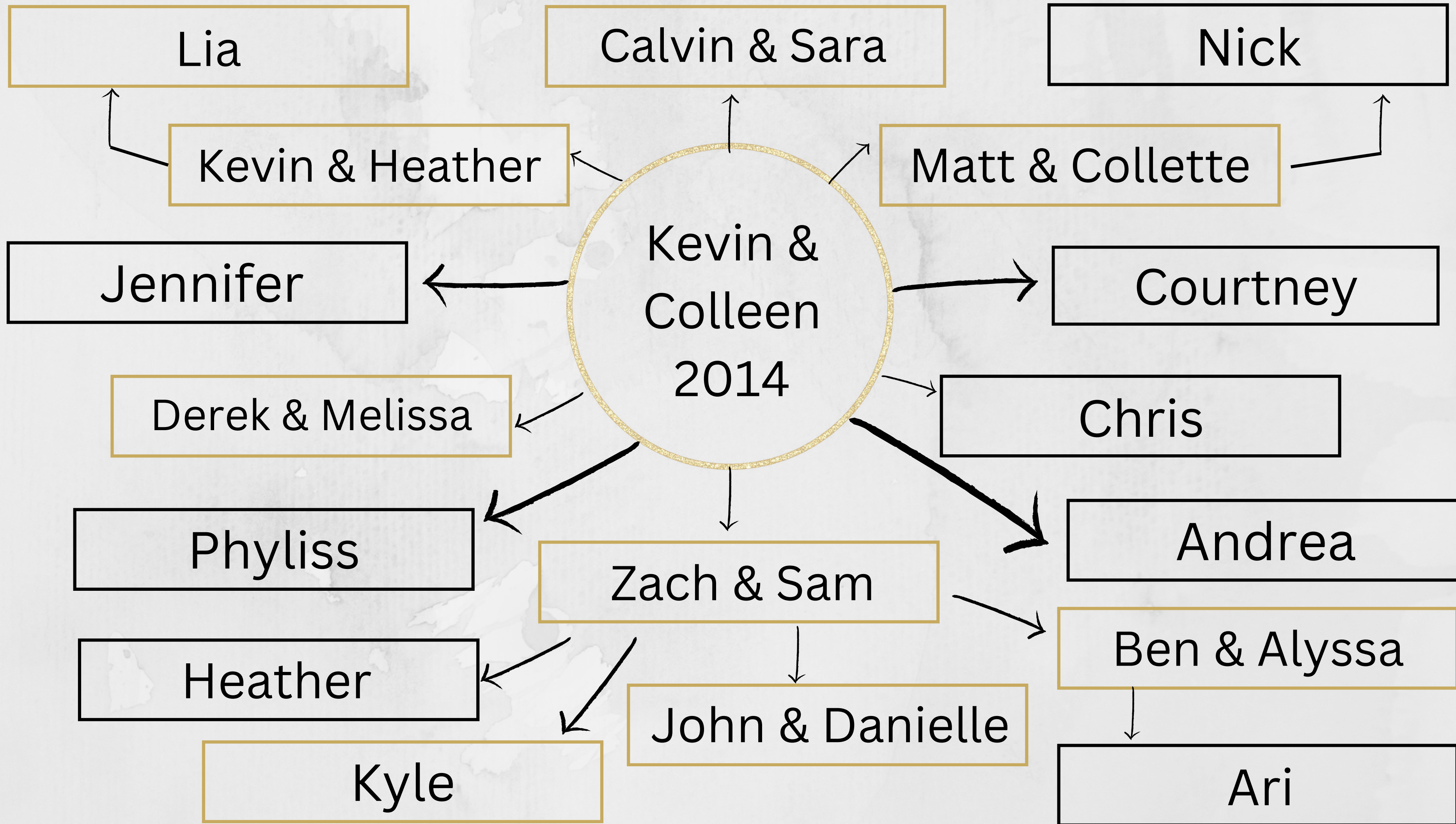
PRESENTED BY: JACKIE BARTHEL



The purpose of a business
is to create a customer
who creates customers

~ Shiv Singh





E-Newsletters and Email Campaigns
Socials

Generic Newsletters and Mailings
Personalized Mail

Calls, Texts &
Electronic Message

One-to-One
Giveaways
Client Events



DOOR
KNOCKING

SNAIL
MAIL

VENDOR

SOCIAL
MEDIA

NEIGHBORHOOD
FARM

CLIENT
EVENTS

VIDEOS

CIRCLE
PROSPECTING

VENDOR
PROGRAM

POP-BYS

EMAIL
CAMPAIGNS

Things to consider:

#1: YOUR WHY (MISSION, VISION, VALUES)

#2: YOUR GOALS - WHAT IS THE END GOAL

#3: YOUR PILLARS/FUNNELS

#4: YOUR TALENTS, AREA OF EXPERTISE AND RESOURCES

Engagements:

#1: **E-NEWSLETTERS/EMAIL CAMPAIGNS**

#2: **MASS MAIL/PERSONAL MAIL**

#3: **POP BYS/ONE TO ONES**

#4 **EVENTS**

#5: **COMMUNITY & VENDOR PARTNERS**

E-News and Email Campaigns

- CMA Market Updates
 - Goal Setting
 - CRM Updates
 - Getting your home ready to sell
 - Spring Cleaning Checklist
 - Item of Value
 - Tax Info
 - Fun things to do
- Holidays
 - New Years Eve
 - Winter Themed
 - Valentines Day
 - St. Patricks Day
 - Earth Day
 - May Day
 - Mothers Day
 - Mardi Gras
 - Memorial Day

Anoka County

+ 5.2% Change in New Listings
 - 2.2% Change in Closed Sales
 + 6.4% Change in Monthly Sales Price

	November			Year to Date		
	2018	2017	+/-	2018	2017	+/-
New Listings	181	172	+5.2%	1,700	1,600	+6.2%
Closed Sales	181	185	-2.2%	1,670	1,710	-2.3%
Median Sales Price*	\$240,000	\$238,000	+0.8%	\$230,000	\$218,000	+5.1%
Average Sales Price*	\$250,000	\$235,000	+6.4%	\$240,000	\$215,000	+11.2%
Days for Sale*	85	80	+6.2%	85	80	+6.2%
Percent of Original List Price Received*	99.1%	98.5%	+0.6%	99.1%	98.5%	+0.6%
Days on Market Last Sale	10	10	0%	10	10	0%
Inventory of Homes for Sale	180	180	0%	-	-	-
Months Supply of Inventory	1.0	1.0	0%	-	-	-



Buyers are Looking For Your Home Now
 With less competition (low inventory) and prices rising, the winter months are a great time to list your home.

+1.9% **+4.6%**
 Sales are at an annual pace of **5.46 MILLION**

Inventory Levels Remain Low Due to High Demand

3.9 MONTH SUPPLY **UP 4.3%** FROM OCT 2018

MEDIAN PRICE \$270,900
+6.2% FROM 2017

92nd **HOMES SOLD IN 85** DAYS

DISTRESSED SALES
UP 2% FROM 10 OCTOBER 2018

CURRENT LISTINGS

BUYER NEEDS

- 3 BED 2 BATH 2 STORY**
 Champlin, Maple Grove, Plymouth
 \$400,000 - \$500,000
- 3 BED 2 BATH 1 STORY**
 Champlin, Anoka & Anoka
 \$200,000 - \$300,000
- 2 BED 2 BATH 1 STORY**
 Anoka County & Wabasha County
 \$150,000 - \$250,000
- 2 BED 2 BATH 1 STORY**
 1/2 Acre 1/2 Acre
 \$150,000 - \$250,000

Jackie B REALTY GROUP **OUR BUYER NEEDS...**

- CP & SG**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family - No split level
 Preferred Features: 3 car garage
- MM & TN**
 Price Point: Up to \$200,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family or Townhome
 Preferred Features: 2 car garage
- JM & SM**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family
 Preferred Features: 3 car garage
- TR & CE**
 Price Point: Up to \$200,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family or Townhome
 Preferred Features: 2 car garage
- TS & NL**
 Price Point: Up to \$300,000
 Desired Area: Champlin, Maple Grove, Plymouth
 Preferred Style: Single Family or Townhome
 Preferred Features: 3 car garage

DOES YOUR HOME MEET THIS CRITERIA?
 INFO@JACKIEBREALTYGROUP.COM • 612.582.8434

Let us help you get your ducks in a row!

- Connect with a lender
- Plan your future
- Custom Home Search Criteria
- Free Equity Evaluation

Jackie B REALTY GROUP REALTYONEGROUP

SPRING TIPS

- ❑ Have air conditioning system professionally serviced.
- ❑ Change or clean air filters in your central air system.
- ❑ Check putty around windowpanes and weather stripping around windows and doors. Fix as needed.
- ❑ Trim back trees and shrubs as needed to eliminate overhanging branches and improve curb appeal.
- ❑ Look for sagging or otherwise damaged gutter components. Repair if necessary.
- ❑ Inspect basement or crawlspace for dampness.
- ❑ Turn on water to outdoor faucets, turn on irrigation system and check sprinkler heads. Make needed repairs.
- ❑ Examine caulking around sinks, tubs and showers. Reapply if necessary.
- ❑ "Open" pool for the swimming season. Make sure pump and filtration systems work effectively and that chemicals are balanced.



Comparative Market Analysis
14311 Armstrong Boulevard
Ramsey, 55303
Tuesday, December 13, 2022

Table Summary of Comparable Solds
This page summarizes the comparable sold listings in this market analysis.

Closed Listings

Address	List Price	Sale Price	\$ Change LP to SP	% Change LP to SP	Sold Date	DOM	CDOM
7901 150th Lane	\$350,000	\$350,000	\$0	0.00	08/26/2022	73	73
7654 147th Lane	\$399,900	\$388,950	\$-10,950	-2.74	10/21/2022	10	28
15030 Zenite Street	\$399,900	\$425,000	\$25,100	6.28	04/25/2022	3	3
14351 Bowers Drive	\$540,000	\$540,000	\$0	0.00	10/11/2022	19	19
8141 142nd Avenue	\$825,000	\$770,000	\$-55,000	-6.67	08/23/2022	28	28
Average	\$502,960	\$494,790	-\$8,170	-0.63		27	30
Median	\$399,900	\$425,000	\$0	0.00		19	28
Minimum	\$350,000	\$350,000	\$25,100	6.28		3	3
Maximum	\$825,000	\$770,000	-\$55,000	-6.67		73	73

Spring Happenings

Egg Carton Flowers

Supplies:
Acrylic Paint, Paper Egg Carton, Paper Straws, Pom Poms, Scissors, Glue & Paint Brush

Instructions:

1. Cut Egg Carton & Round the Edges
2. Paint the Egg Carton with Colors of your Choosing
3. Glue Pom Pom to Center of Egg Carton for the Pollen
4. Glue Paper Straw to Back of Egg Carton for the Stem
5. Send us pictures! :)

Garden Centers

Bachman's - Minneapolis
Green Valley - Ramsey
Malmberg's - Blaine
Gertens - Inver Grove
Mickman Brothers - Blaine
MN Gardens - Chaska
Lynde - Maple Grove
Abrahamson - Stillwater
Tangletown - Minneapolis
Highland - St. Paul
Pletscher's - New Brighton

Activity Ideas

Go to the Zoo
Visit a Farmer's Market
Picnic in the Park
Plant a Garden
Create a Fairy Garden
Build a Bird House
Go on a Nature Walk
Have a Garage Sale
Make Fresh Lemonade
Make Cocktails/Mocktails
Boardgames on the Patio
Watch the Sunset
Host a BBQ or Bonfire
Watch a Baseball Game
Visit an Ice Cream Shop

Spring Maintenance

- Dust Ceiling Fan Blades
- Flip Direction of Ceiling Fan
- Clean Out & Check Expiration Dates on Pantry Items & Spices
- Clean Inside & Under Appliances
- Check & Change Batteries in Smoke Detectors & CO Detectors
- Service Air Conditioning Unit
- Inspect Roof & Siding
- Inspect & Repair Window Screens
- Clean Inside & Outside of Windows
- Prune Trees & Bushes
- Clean Gutters of Debris
- Clean Out & Organize Garage

Riddle, Riddle

Penny has five children:
The 1st is named January.
The 2nd is named February.
The 3rd is named March.
The 4th is named April.
What is the name of the 5th kid.

A Note From Our Team

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Start the year off right by finding out what your home would be valued at in this HOT market by taking advantage of our FREE, no obligation market evaluation. We have buyers that could be a potential match for your home!

Flower Pretzel Bites

Shopping List: Square Criss Cross Pretzels, Ghiradelli White Candy Melts & Spring Colored M&Ms

Instructions:

1. Place Pretzels on Parchment Paper Lined Baking Sheet
2. Place One Candy Melt in Center of Each Square Pretzel
3. Bake at Lowest Temp until Candy Melt is Softened
4. Remove from Oven & Place M&Ms in a Flower Pattern
5. Let Cool & Enjoy!



Easter Activity Sheet

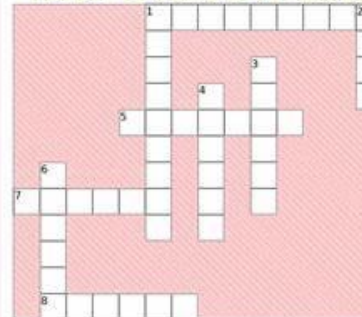
Color Me



Fill in the Vowels

B _ N N _ _ S _ _ R _ BR _ W N
B _ N N _ _ S _ _ R _ WH _ T _
B _ N N _ _ S _ _ R _ _ L W _ Y S
_ N _ _ S T _ R D _ L _ G H T

Easter Crossword Puzzle



ACROSS

- 1 WHAT PEOPLE DO ON EASTER
- 5 RHYMES WITH SHOPPING
- 7 A WOMEN CONTAINER TO HOLD OR CARRY THINGS
- 8 A LONG EARED ANIMAL THAT HOPS

DOWN

- 1 A FAVORITE EASTER TREAT
- 2 THESE ARE DECORATED FOR EASTER
- 3 EASTER IS ON THIS DAY OF THE WEEK
- 4 ONE OF THE FOUR SEASONS OF THE YEAR
- 6 A HOLIDAY IN THE SPRING

Easter Word Search Puzzle

R S J O M M O F V H V F F W Q
S M G W X I L Y A R W H E T L
C P N G P D S C C I O L Y Y Z
B B I B E T A T I L T N C L S
X D R L M R I F I S N H D I H
X G P Q U B W D F U Z E Z M U
F L S R B T A C B O B Z R A N
L U D A U Y O K A K S T I E C F T
O P R C C H I C K S T I R X N
W V T E K S A B G S R W L W T
E U G J Z V E T A L O C O H C
R C A N D Y B E L S B S K S M
S Z Z G U J U S Q K I T D I K
E I Y S U N D A Y L Z G M L E
N O I T A R B E L E C E M R B

Early Spring Annuals
(thrive in cooler weather)

Begonias	Coleus	Impatiens
Pansies	Poppies	Snapdragons

Mid-Late Spring Annuals
(bloom & thrive in our hot summers)

Ageratum	Angelonia	Caladiums
Euphorbia	Marigolds	Mexican Heather
Profusion Zinnias	Periwinkle	Petunias
Salvia		

Mass Mailings

- CMA Market Updates
- Getting your home ready to sell
- Spring Cleaning Checklist
- Item of Value
- Fun things to do
- Community News
- Sports Magnets
- Calendars
- To-Do Lists
- Easter Cards
- Tax Info
- Healthy Magazine
- Recipes
- Newsletter

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COLORING CONTEST

ONE REALTYONEGROUP
Jackie B
REALTY GROUP

NAME: _____ AGE: _____



Winter Happenings

VALENTINES SNACK MIX

Ingredients:
2 Cups Popcorn
1 Cup Mini Pretzels
1 Cup Berry Cheerios
1 Cup Freeze Dried Strawberries & Bananas
1 Cup Frosted Animal Cookies
1/2 Cup Honey Roasted Peanuts
1/2 Cup Valentines M&M's

Combine all ingredients in a mixing bowl & Share with friends!
Courtesy of Katie's Cucina

CUSTOMIZE ME TO SUIT THE NEEDS OF YOUR BUSINESS!

REACH OUT TODAY FOR MORE DETAILS!

CUPID'S SLIME

Materials Needed:
1 Cup Water
1/2 Cup Clear Elmers Glue
1/2 Tsp Borax Powder
Heart Confetti Glitter
Pink Ultra Fine Glitter

Fill 2 bowls with 1/2 cup of water each. Add 1/2 cup glue to one bowl. Mix well then stir in both glitters (however much you'd like). Add 1/2 teaspoon Borax to the other bowl and mix together. Slowly stir the borax mixture into the bowl with the glittered glue. Mix until all the liquid is dissolved.

HOME MAINTENANCE CHECKLIST

Change Air Filter Monthly
Repair/Replace Caulking
Clean Under all Appliances
Dust Vents & Registers
Test/Inspect Sump Pump
Check Under Sinks for Leaks
Replace Batteries in Smoke & CO Detectors
Monitor for Ice Dams
Extend Down Spouts
away from Foundations

WINTER WORLD RECORDS

Largest Snow Sculpture: 115ft tall by 656ft long in Provence, China
Largest Snowball Fight: 7,681 participants in Saskatoon, Canada
Largest Snowball: Circumference of 32.94ft in Houghton, Michigan
Fastest Hockey Slap Shot: 110.3 mph by Denis Kulyash in Russia
Fastest Speed on Snowboard: 125.459mph in Les Arcs, Savoie, France
Visit Guinness World Records for more fun facts!

WINTER ACTIVITIES BUCKET LIST

There are so many fun things to do both indoors and outdoors throughout the coldest months in Minnesota. Here are a few ideas:

OUTDOORS:
Snow Tubing
Elm Creek, Wild Mountain, Buck Hill, Spirit Mountain, Green Acres
Ice Castles - New Brighton
Reserve tickets online!
Ice Skating
Maple Grove Central Park, Local City Ice Rinks, Buffalo Lake, The ROC
Social-ICE
March 5rd, 5th in Rochester
More info found at: downtownrochestermn.com

INDOORS:
Visit a Museum
Walker Art, Mill City, Spam, Minnesota History Center
Como Zoo Conservatory
Reserve time slot online!
Fly Over America
Located at Mall of America
Reserve tickets online!
Visit an Aquarium
Sea Life Mall of America, SeaQuest Rosedale, Great Lakes, Scheels Eden Prairie

SNOWFLAKE FINDER

ADD YOUR LOGO AND/OR CONTACT INFORMATION

LOCAL WINTER FUN

Ice Rinks:

- Central Park
- Ramsey Elementary
- George Enloe Park
- Wilson Elementary
- Lincoln Elementary
- Rick Sorenson Park
- Rudy Johnson Park

Sledding Hills:

- Alpine Park
- George Enloe Park

Cross Country Skiing:

- Greenhaven Golf Course
- Rum River Central Park

start HEALTHY

ISSUE 29

THE SERENITY OF stargazing
Discover the benefits of dark skies | PAGE 16

a walk in the snow | 01
hiking hawaii | 36

Joseph C. Collins
Insurance Associate
Direct: (866) 458-4226

AMERICAN
INSURANCE GROUP, INC.

American Insurance Group, Inc.
1100 First Avenue
Suite 200
King of Prussia, PA 19406

ANNUAL

Forget-Me-Not
Blue Bird

Personalized Mailings

- Settlement Statements
- Birthday Cards
- Anniversary Cards
- Home Anniversary Cards
- Handwritten Notes
- Holiday Cards
- Thank You Notes
- Event Invites
- Life Events
 - Baby
 - New Job
 - Engagement/Wedding
 - Graduations
 - Sympathy
 - Get Well

Calls. Texts. Messages

- 2023 Check In
- CRM Updates
- Event Invites
- Holiday Wishes
- Thinking of you
- Life Events
 - Baby
 - New Job
 - Engagement/Wedding
 - Graduations
 - Sympathy
 - Get Well

One to Ones - Winter

- New Years Eve
 - Champagne
 - Party Favors
 - Pizza Kits
 - Goal Setting/Check ins
- Superbowl
 - Pizza Kits
 - Football Themed Items
- Winter Themed
 - Indoor Snowball Fight
 - Snowman Kit
 - Boredom Busters
 - Hot Cocoa
- Valentines
 - Wine
 - Sweet Treats
- St Patricks
 - Pot O Gold - Rolos, Skittles
 - Gold Coins
 - Dress Up Items
 - Guinness
 - Lotto Tickets
- Mardi Gras
 - Beads
 - Decorations

DIY FAMILY INDOOR SNOWBALL FIGHT KIT



Winter

You're Invited
to join me for a cup of coffee or beverage of your choice!

When: You name it!

Where: Your favorite coffee shop, I'll meet you there!

Why: Chat, Catch Up & Network!

Schedule Today!
612.382.6424

Jackie B
REALTYGROUP



One to Ones - Spring

- Easter
 - Peeps Baskets
 - Easter Baskets
- May Day
 - May Day Baskets
 - Flowers
- Mothers Day
 - Bath/Lotions
 - Coffee/Wine
 - Candles
 - Flowers
- Memorial Day
 - Flags
 - Flowers
- Spring
 - Seeds/Flowers
 - Gardening Tools
 - Earth Day
 - Bubbles/Chalk/Jump Rope
 - Lemonade
 - Scavenger Hunt
 - Baseball Themed Items
 - Spring Break
 - Basket of Sunshine

Springy

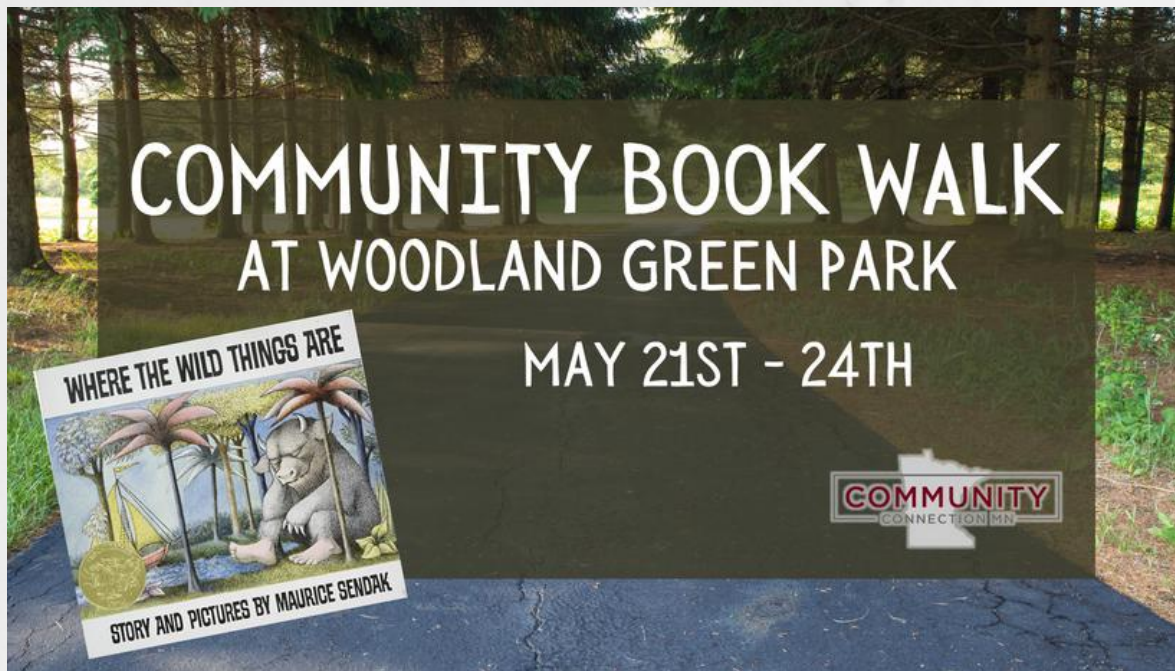


Client Events

- Sledding/Ice Skating
- Bowling
- Movie Theater
- Moms Spa Day
- Photos with Easter Bunny
- Happy Hour
- Feed My Starving Children
- Craft Night
- Baseball Game
- Valentines Night Out
- Date Night Childcare
- Shred It Event (Earth Day)
- Recycle Day
- Tree Giveaway- Saplings
- Luau (Spring Break)

Community and Vendor Partners

- Spotlight Small Business
- Drop of Donuts
- Highlight Community Events
- Business Expos/Home Shows
- Craft Fairs
- Buyer/Seller Workshops
- Scavenger Hunt
- Book Walks
- Community Groups
- Community Organizations
- Local Sports Events
- Charity Events



33 TOUCH CAMPAIGN

4 Seasonal Newsletters (Mail)

2 Sports Magnets (Mail)

10-12 Client Event Invites (Mail, Email, FB Messenger, Text, Event, Thank You)

1 Christmas Card (Mail)

1-2 Birthday Cards (Mail)

1 Wedding Anniversary Card (Mail)

1 Home Anniversary Card (Mail)

2-3 Pop Bys (In Person)

3-5 Random Texts (Text)

1 CMA and Market Update (Mail)

5-7 Informational Items of Value (Mail)

12 Neighborhood News (Email)

12 E-Reports (Email)

Random Additional Touches:

Social Media Interactions

Community Newsletters

Handwritten Notes

Thank You Cards

Life Event Cards

55 - 63 Total