

**MARKETING CENTER
HOLIDAY SOCIAL IMAGES
&
HOW-TO GUIDE**



TABLE OF CONTENTS

3	INTRODUCTION
4-25	HOLIDAY SOCIAL IMAGES & COPY
26	GET TO KNOW MARKETING CENTER
27-31	USING BRAND TEMPLATES
32-33	FOUR STEPS TO CREATE A DOCUMENT
34	ADDING AND CHANGING IMAGES
35-36	PLATFORM AI ASSISTANT



INTRODUCTION

Marketing Center

Marketing Center is your one-stop-shop for professional, personalized, and on-brand marketing materials. Automate your marketing and stylishly promote yourself and your listings with customizable social assets, videos, and print integration.

Key Features:

- Brand photography
- Popular holiday social posts
- Integrated with our systems
- Easy to customize & distribute
- Print & digital marketing assets
- Custom QR codes
- Company & brand logos included
- Post directly to social media

Marketing Center also hosts materials related to any brand campaigns including Dream, CB Supports St. Jude, Quotables, the Coldwell Banker Way, and more.

To get started leveraging this tool, visit the [Marketing Center tile](#) on Desk.

Morpheus Custom Video:

Easily customize brand-created videos in just a few clicks.

- Access the Custom Video platform [here](#)

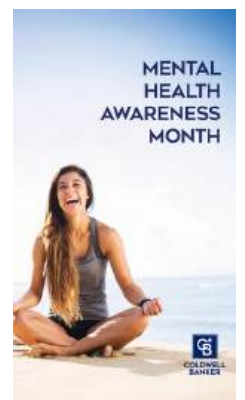
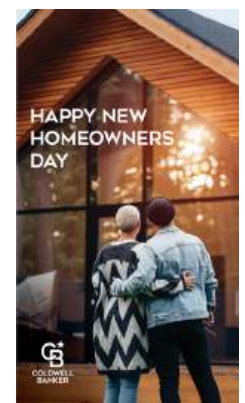
Featured Learning & Resources:

- Marketing Center [recorded training](#) (Great for agents!)
- Custom Video [recorded training](#)
- Custom Video [Help Center](#)

HOLIDAY SOCIAL IMAGES



MAY



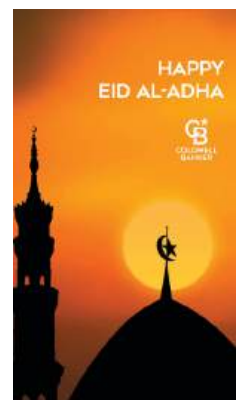
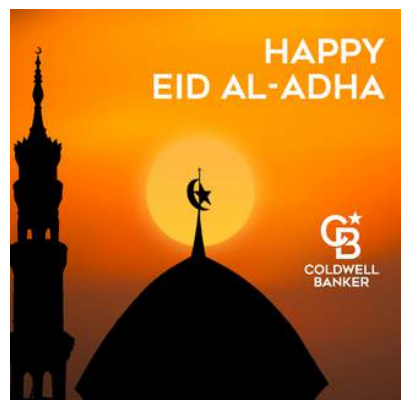
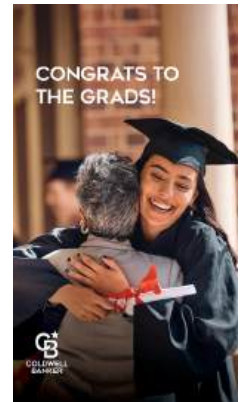
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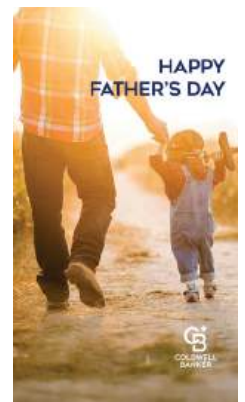
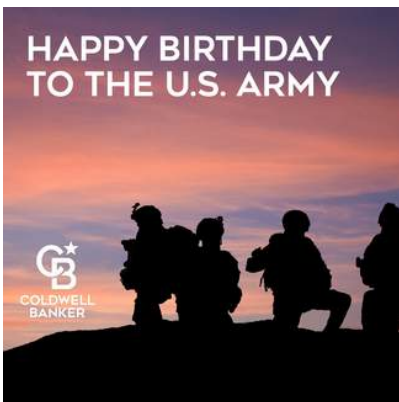
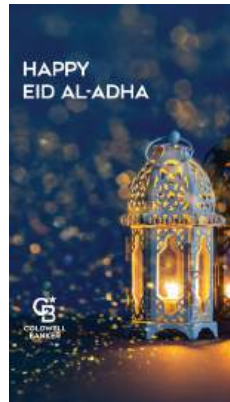
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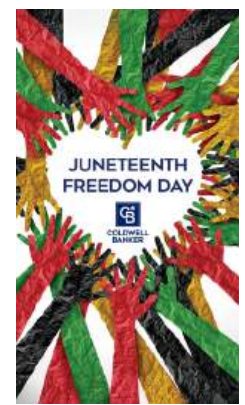
JUNE



JUNE



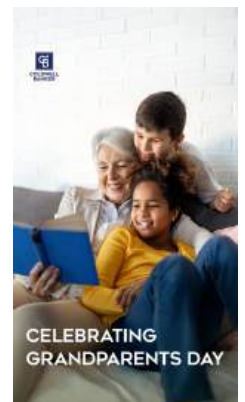
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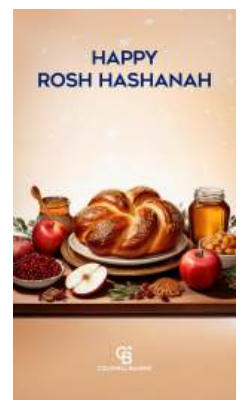
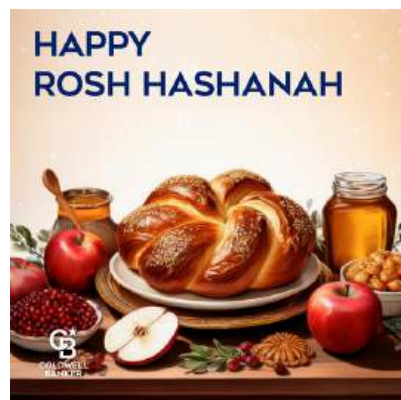
JULY/ AUGUST



SEPTEMBER



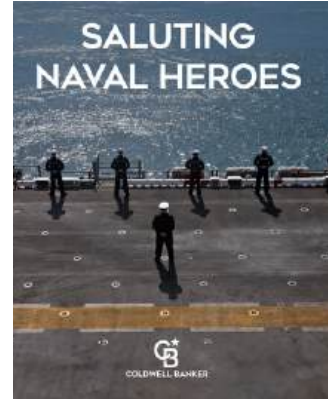
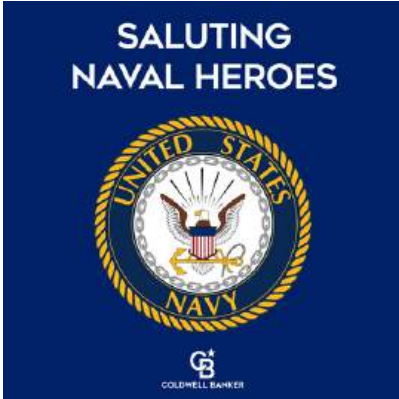
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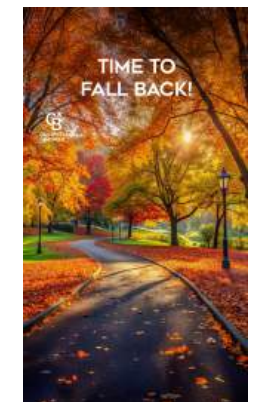
SEPTEMBER/ OCTOBER



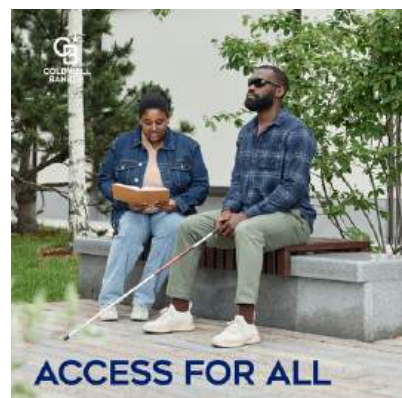
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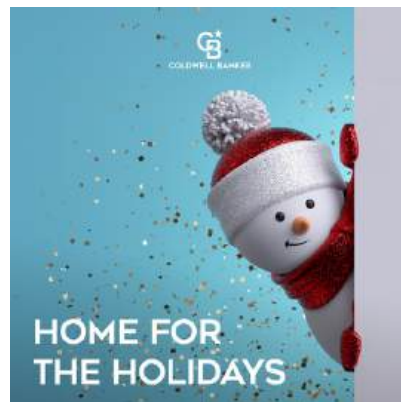
OCTOBER/ NOVEMBER



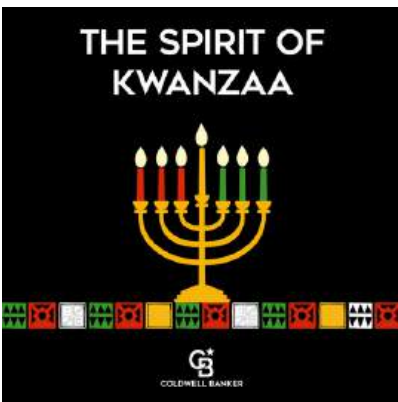
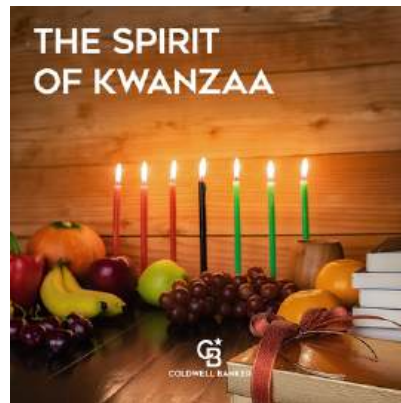
NOVEMBER/ DECEMBER



DECEMBER



DECEMBER



POST COPY - SOCIAL

CB - CBA

2025 HOLIDAY ASSETS



May 1, 2025 - Mental Health Awareness

First observed in 1949, Mental Health Awareness Month strives to raise awareness about mental health conditions. Together, we can foster acceptance and start conversations to prioritize healthy lives for everyone.

May 5, 2025 - Cinco de Mayo

Did you know the largest Cinco de Mayo celebration in the world is held in Los Angeles every year? Happy Cinco de Mayo! If you're hosting your own festive fiesta today – let us know your favorite Mexican recipe!

May 6, 2025 - Teacher Appreciation Day

Thank you to those who patiently show us the way and help us discover new possibilities. Today we honor our dedicated educators and remember the ones who made a difference. Reach out and show them some love!

May 6, 2025 - National Nurses Week

It's National Nurses Week and time to pay tribute to the more than 4 million U.S. nurses who play a vital role in our healthcare. We appreciate their dedication, compassion and commitment to taking care of their patients.

May 11, 2025 - Mother's Day

A heartfelt Happy Mother's Day to all the amazing moms out there! What's your favorite piece of advice from your all-knowing mom? And when you're done reading this post – go call your mother!

May 26, 2025 - Memorial Day

During this long weekend, please join us in pausing to honor the brave men and women who made the ultimate sacrifice for our country. We are grateful and they are not forgotten.

June 1, 2025 - Graduates

Finals are over and it's time to toss that graduation cap! Congratulations on your dedication and hard work. Here's to new beginnings: "Believe you can and you're halfway there." – Theodore Roosevelt

June 1, 2025 - National Homeownership Month

This month we celebrate homeowners finding their happy place! If you're dreaming of a new home, we can turn your house-hunting checklist into a key in your hand. Visit us at ColdwellBanker.com – we're ready to help you make your next move.

May 23, 2025 - June 8, 2025 - Pride Month

Happy Pride Month! It's a time to celebrate equality and embrace our diverse communities. Cheers to all – and let's continue to support and uplift each other.

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2025 HOLIDAY ASSETS



June 6, 2025 - Eid al-Adha

Wishing peace and joy to all those who celebrate Eid al-Adha! May you make cherished memories with your family and friends during this blessed time.

June 14, 2025 - Flag Day

Raise your flag high! Today we commemorate America's history of freedom, unity and resilience, and honor the sacrifices made by military service members.

June 14, 2025 - U.S. Army Birthday

Today our oldest branch of the military, the Army, celebrates 250 years of service and bravery. We salute all those who served and those who continue to protect our freedoms. We're grateful for your commitment!

June 15, 2025 - Father's Day

They bring super dad energy to everything! Happy Father's Day to all those dedicated dads who always know just what we need and don't mind a bit of goodnatured teasing. To show our gratitude, today (only!) we're accepting your bad dad jokes. Let's hear 'em.

June 19, 2025 - Juneteenth

Today we celebrate Juneteenth – which marks a powerful moment in history. It's a time to remember the past, cherish freedom and reflect on our united future. Wishing everyone a beautiful day!

June 20, 2025 - Hello Summer

It's been too long, summer. We're so glad you're here and are ready for some fun in the sun! The beautiful weather brings the ideal opportunity to list your home or shop for a new one. Reach out to us at ColdwellBanker.com and we can help you take advantage of the vibrant summer market.

July 4, 2025 - 4th of July

Wishing you an amazing Independence Day filled with freedom, fireworks and the comforts of home. "One flag, one land, one heart, one hand, one nation, evermore!" – Oliver Wendell Holmes

August 1, 2025 - Back to School

Sending all the kiddos (and parents!) good vibes for a successful school year. What's one thing that makes your home back-to-school ready? Or is this the year you're considering a move? If so, connect with us at ColdwellBanker.com to find your next #homesweethome.

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2025 HOLIDAY ASSETS



August 4, 2025 - Coast Guard Birthday

Happy Birthday to the U.S. Coast Guard! Established in 1790, it's the nation's oldest continuous maritime service. Here's to our guardians at sea – thank you for your dedication to keeping our shores safe.

August 27, 2025 - Coldwell Banker Birthday

We're celebrating another year of real estate excellence! Since 1906, we've proudly guided families to the homes of their dreams. Visit us at ColdwellBanker.com to learn more about our powerful network and world-class guidance for buyers and sellers.

September 1, 2025 - REALTOR Safety Month

A reminder that security comes first in every home journey. Whether you're a buyer or seller, the Coldwell Banker® brand prioritizes your well-being and that of our real estate professionals. Together, let's commit to safe showing practices and interactions.

September 1, 2025 - Labor Day

Enjoy some R&R as we honor all the hardworking individuals who make our communities thrive. Hosting a backyard barbecue? Share your entertaining tips and yummiest recipes here!

September 7, 2025 - Grandparents Day

Grandmas and grandpas bring so much awesomeness to life! Unlimited hugs, access to extra treats and wisdom galore, just to name a few! What's your favorite memory with your grandparents?

September 11, 2025 - Patriot Day

On Patriot Day we remember the brave souls lost and the resilience shown on 9/11. May our unity and strength continue to guide us as we stand together for a common good. #NeverForget

September 15, 2025 - National Hispanic Heritage Month

Join us in celebrating the Hispanic leaders who've made a lasting impact and enriched our nation. Hispanic households make up a significant portion of new homeownership – and we're proud to serve our growing communities!

September 18, 2025 - Air Force Birthday

Today we thank our air guardians past and present – who have served their mission to 'Fly, Fight and Win' since 1947. We salute you for your service. Drop a comment if you know someone in the Air Force, and let's honor them together!

September 22, 2025 - Welcome Fall

Crunchy leaves and sweater weather...it's so easy to fall for this irresistible season. Enjoy autumn in all its glory, whether it's a stroll through a favorite park or an apple picking outing. Tell us about your favorite traditions!

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2025 HOLIDAY ASSETS



September 22, 2025 - Rosh Hashanah

Shanah Tovah! For those who celebrate, we wish you a prosperous New Year filled with peace and joy. May you enjoy cherished traditions with your loved ones.

September 30, 2025 – Fall in Love With a New Home

Looking for a home that fits your fall aesthetic? Maybe a warm fireplace or a comfy reading nook with great views? If you're ready to cozy up to a new home, we're here to help you fall for a picture-perfect property at ColdwellBanker.com.

October 1, 2025 – Yom Kippur

Wishing peace to everyone who celebrates! May your home be filled with reflection and renewal. G'mar chatima tova! #YomKippur #NewBeginnings

October 1, 2025 – LGBTQIA+ History Month

Together, let's remember that every chapter brings us closer to a world of true inclusivity. Here's to celebrating the resilience and strength that defines the LGBTQIA+ community – past, present and future. #LGBTQIA+HistoryMonth #CelebrateDiversity

October 1, 2025 – National Disability Employment Awareness Month

This month, we're proud to highlight the incredible contributions of individuals with disabilities in the workplace and beyond. Let's keep building accessible spaces together at work, at home and in our communities. #NDEAM #DiverseAbilities

October 13, 2025 - Navy Birthday

Happy 250th Birthday to the U.S. Navy! Thank you to the brave men and women who left the safety of their homes to serve and protect us across the globe. #NavyBirthday #250YearsStrong

October 16, 2025 - Boss's Day

Cheers to all the leaders who make our work more meaningful. Thank you to #CBLeaders past and present for charting the course and always guiding us home! #BossesDay #CBProud

October 20, 2025 - Diwali

For those who celebrate, happy Diwali! As you light up your homes and gather with family and friends, we wish you peace, joy and prosperity. #Diwali #FestivalOfLights

October 31, 2025 - Halloween

Happy Halloween to all the ghosts and ghouls out there! If you're searching for your dream home, remember that homebuying doesn't have to be scary – we're here to make your journey easy and enjoyable! Reach out to us at ColdwellBanker.com. #HappyHalloween #ColdwellBanker

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2025 HOLIDAY ASSETS



November 1, 2025 - Dia de los Muertos

From intricate ofrendas to joyful celebrations, Día de los Muertos reminds us of the lasting impact of family and heritage. If you're celebrating today, may your home be filled with comforting memories of those you love. #DiaDeLosMuertos

November 1, 2025 - Native American Heritage Month

November is Native American Heritage Month – a time to reflect on the enduring legacy and contributions of Indigenous communities. NativeAmericanHeritageMonth #CelebrateHeritage

November 2, 2025 - Fall Back

It's here – you know what to do! It's also time to embrace your inner cozy. How do you prep your home to enjoy the season's slower pace? Fuzzy blankets? New pumpkin recipes? Or if you're picturing a new fall scene for next year, reach out to us to get started. #DaylightSavingTime #ColdwellBanker

November 10, 2025 - Marine Corps Birthday

Happy birthday, Marine Corps! For 250 years, Marines have embodied courage, honor and unwavering dedication to our nation. Thank you for answering the call to serve. #MarineCorps #SemperParatus

November 27, 2025 - Thanksgiving

From our family to yours, we wish you a warm and wonderful Thanksgiving. We're grateful that year after year, we're trusted to guide our clients home – where traditions are shared and memories are made. #Thanksgiving2025 #HomeSweetHome

December 2, 2025 - Giving Tuesday

It's Giving Tuesday! Whether it's supporting your favorite local charity, volunteering time or simply lending a helping hand to someone in need, every act of kindness counts. How are you giving back today? Share your stories here. #GivingTuesday #GiveBack

December 3, 2025 - United Nations' (UN) International Day of Persons with Disabilities

Today, on the United Nations' International Day of Persons with Disabilities, we remember the importance of creating spaces – physical, social and emotional – that allow everyone to thrive. #IDPD #AccessibilityForAll

December 13, 2025 - National Guard Birthday

Happy birthday to the U.S. National Guard, who have served our country for nearly four centuries! We thank you for protecting us and being – always ready, always there – whenever called upon. #NationalGuard #GratefulNation

December 14, 2025 - Hanukkah

For those who celebrate, happy Hanukkah! As you light the menorah, may your eight nights be filled with love, joy and the serenity of home. #FestivalOfLights #HappyHanukkah

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2025 HOLIDAY ASSETS



December 20, 2025 - Happy Holidays

What's guiding you home this season? May you and yours enjoy the warm embrace of being together and enjoying the simple pleasures of home. Tell us how your family savors the season! #HolidayCheer #HomeForTheHolidays

December 21, 2025 - First Day of Winter

Here's to all the beauty and stillness that winter brings – a time to enjoy the everyday luxuries of home like a warm mug of coffee or a fireside snuggle. And if you're weighing a change of scenery for the coming year, reach out to us at ColdwellBanker.com for guidance. #WinterSolstice #ColdwellBanker

December 25, 2025 - Christmas

To those who celebrate, we wish you and your family a Merry Christmas! Will you be home for the holidays or are you traveling to be with loved ones? Wherever you are, may the magic of the season find you. #MerryChristmas #DeckTheHalls #HomeForTheHolidays

December 26, 2025 - Kwanzaa

Happy Kwanzaa to all who celebrate! From lighting the kinara to sharing time-honored traditions, we hope you're gathering with loved ones – and that your home is filled with light and love. #Kwanzaa2025 #CelebratingUnity

ADDITIONAL RESOURCES





GET TO KNOW MARKETING CENTER

Marketing Center is your one-stop-shop for professional, personalized, and on-brand marketing materials.

OPEN HOUSE

Monday



123 Main Street
Anywhere, USA
\$2,500,000
4,000 Approx. Sq. Ft.
Executive Listing Open House

SUSAN SMITH

Coldwell Banker
175 Park Ave, Madison, NJ 07940
Lic# 000000

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification.

- Brand photography & campaigns
- Integrated with our systems
- Easy to customize & distribute
- Print & digital marketing assets
- Company & brand logos included
- Post directly to social media

VISIT THE MARKETING CENTER VIA DESK

Company materials, programs or meetings that are not for compliance purposes are optional for your use as an independent agent affiliated with the Company. Your use is not required for your continued affiliation with the Company. ©2023 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.

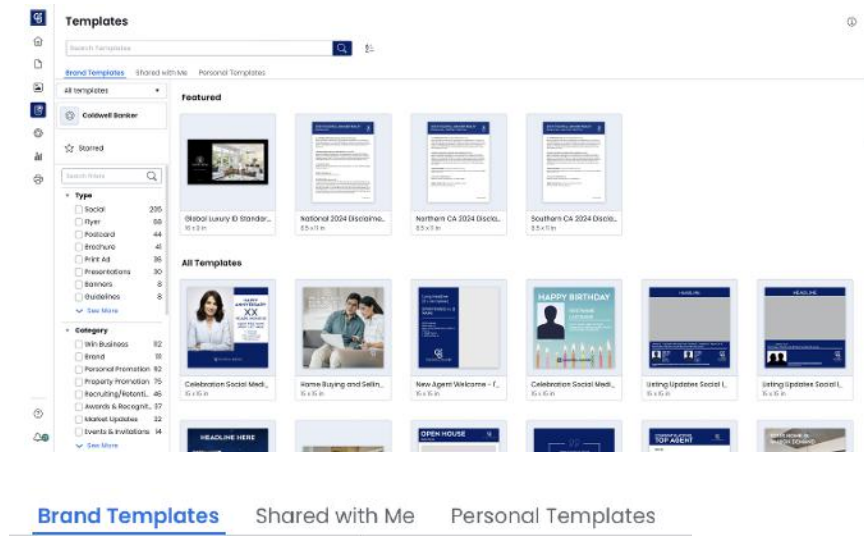
HOW TO USE BRAND TEMPLATES TO CREATE YOUR DOCUMENT

1. Go to the "Templates" tab on the left side menu. Below the search bar, you'll see tabs with three types of templates.

Brand Templates – These are core to the brand and are commonly used by all users. Most of your templates will be found here.

Personal Templates – Any templates you create will be found here.

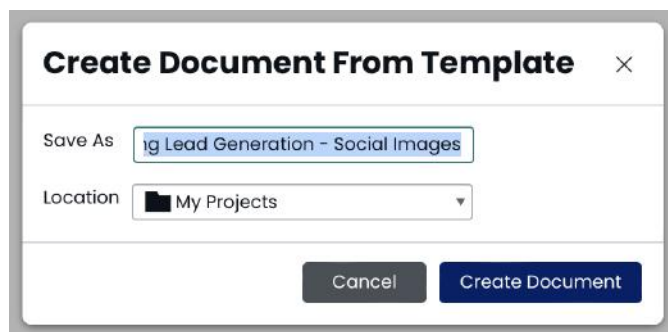
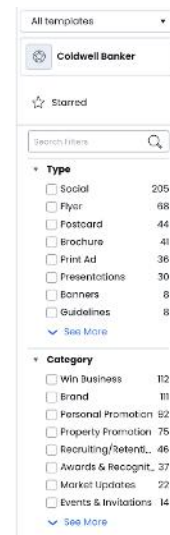
Shared Templates – If someone shared a template with you, you can find them in this section.



2. Use the categories on the left to narrow down your search.
3. Select a template to view more details information in the pop up window. By hovering over a template, you can view the full name.

4. Click on the "Use template" button to create a project.

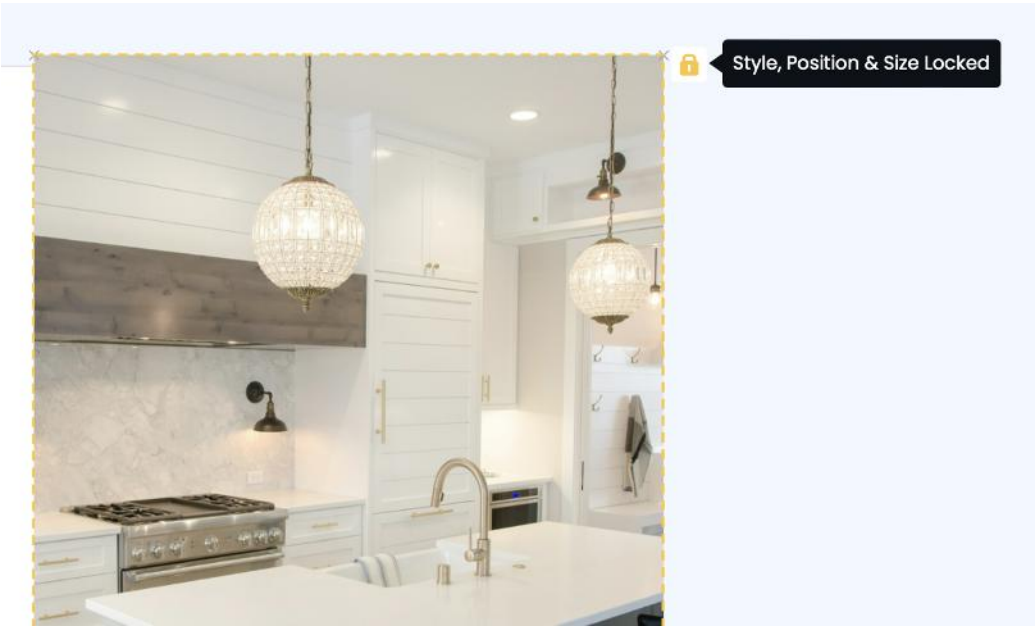
5. You will see a pop up to rename your project. Name your document and choose a folder you would like to save it to. Click "Create Document" to begin editing your project.



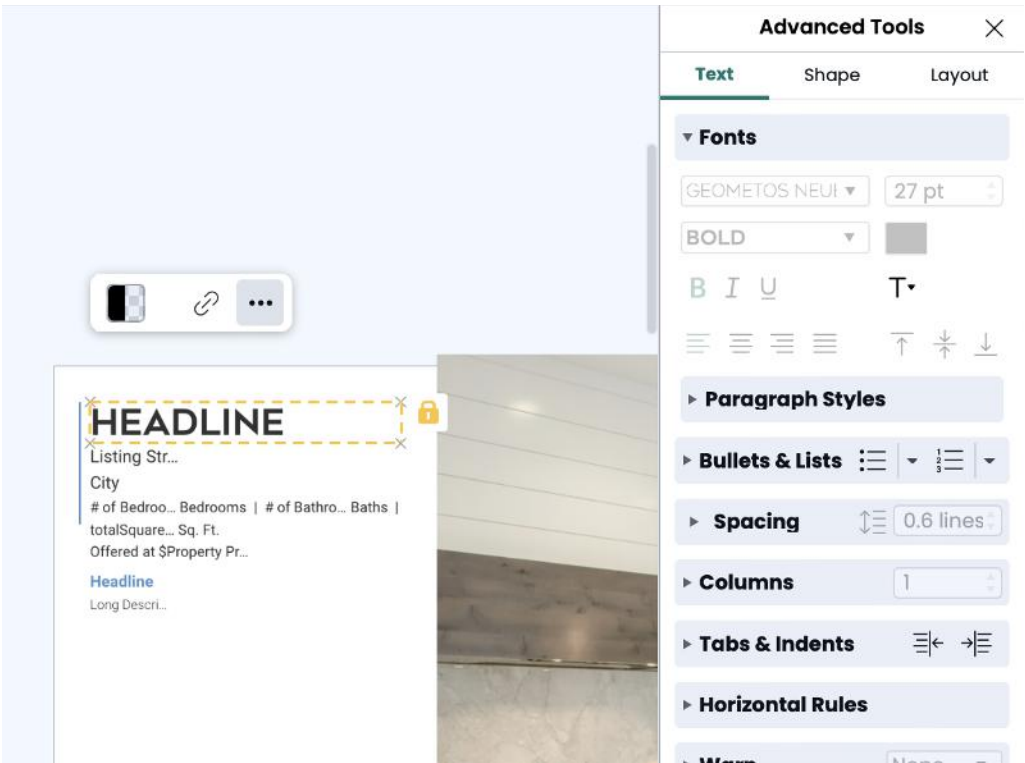
HOW TO USE BRAND TEMPLATES TO CREATE YOUR DOCUMENT

EDITING YOUR DOCUMENT

Double click in all areas to customize your document. Some items are locked or partially locked. You can tell what is locked by hovering over the lock symbol on the area you are customizing.



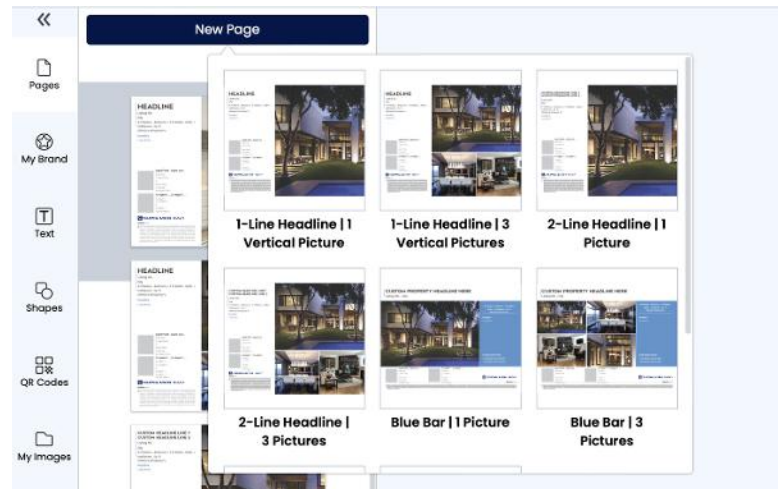
Click on the area to you would like to customize. (Double click to edit) Use the right menu bar to customize each area. If the area is greyed out, it has been locked by your admin to maintain brand standards.



HOW TO USE BRAND TEMPLATES TO CREATE YOUR DOCUMENT












ADDING ADDITIONAL TEMPLATE PAGES TO YOUR DOCUMENT

Click on the new page button on the menu bar on the left to see additional pages offered with the template. Click on the template page you would like to add to your document. This page will be added at the end of your document



LEFT MENU BAR

Edit your document using the left menu bar when in the document edit area.

 Pages	Pages - View and use more layouts available for the selected template.
 My Brand	My Brand - View and input text boxes using the brand assigned fonts.
 Text	Text - Quickly input text boxes using the brand assigned fonts.
 Shapes	Shapes - Add various shapes to your document.
 QR Codes	QR Codes - Input brand designed QR codes to your document.
 My Images	My Images - Add and manage your uploaded images (locate Brand images in the Shared with me tab).
 Stock Images	Stock Images - Add royalty free stock images from Unsplash to your document.
 Tables	Tables - Insert tables into your document.
 Property Listings	Property Listings - Choose any of your listings to auto-populate content into your document.
 Listing Update...	Listing Updates - Choose from brand offered headlines to add to your document.
 More	More - Add additional content to your document including video, Matterport and social buttons.



HOW TO USE BRAND TEMPLATES TO CREATE YOUR DOCUMENT

TOP MENU BAR

Access additional options to edit your document using the top menu bar.



HOW TO USE FINISHED DOCUMENTS

Download – .jpg, .png, or .pdf of your document. Choose advanced export options such as resolution, select pages, color options, crop marks, and bleeds. [See More Detailed Instructions](#)

Publish to web – Get a digital link to share your document with others. Name your link, offer a pdf download and sharing options. [See More Detailed Instructions](#)

Share on social media – Post your finished document right to Facebook, Twitter or Buffer. [See More Detailed Instructions](#)

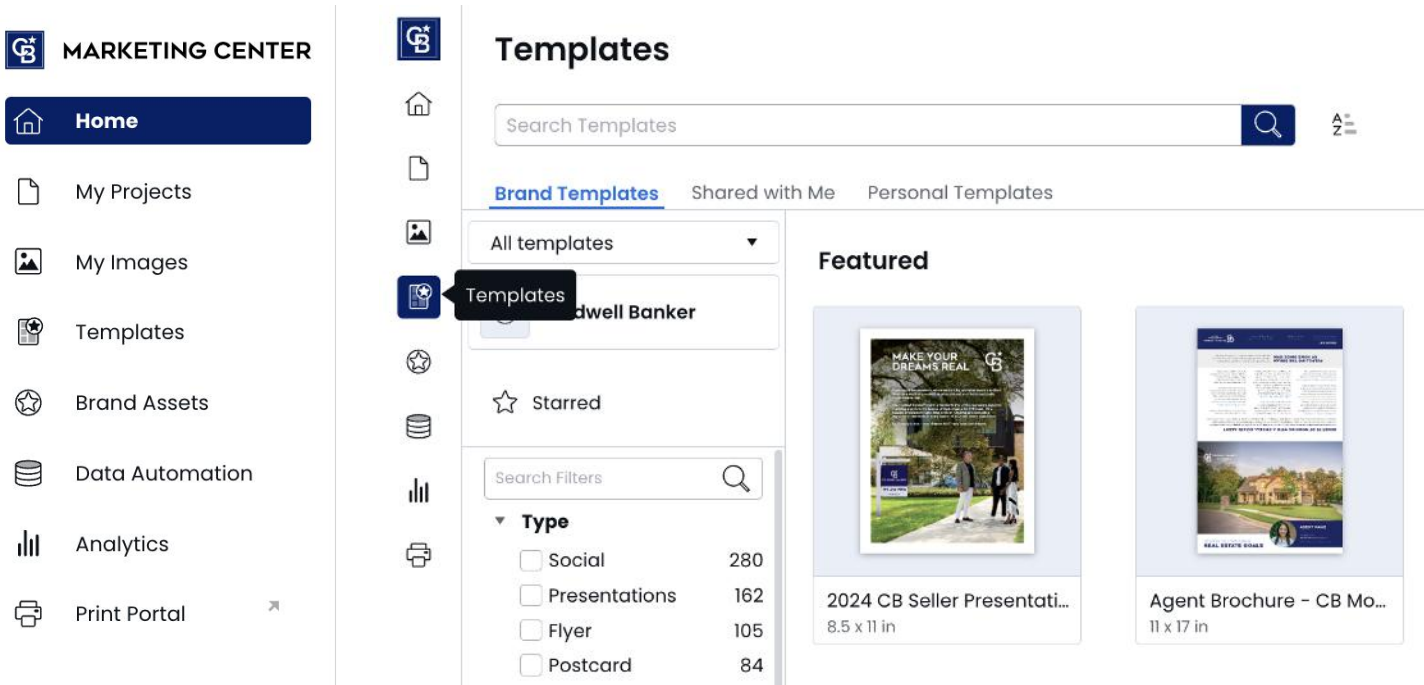
Share in an email – Get embed code to add to your email. [See More Detailed Instructions](#)

Share to your website – Get embed code to add to your website. [See More Detailed Instructions](#)

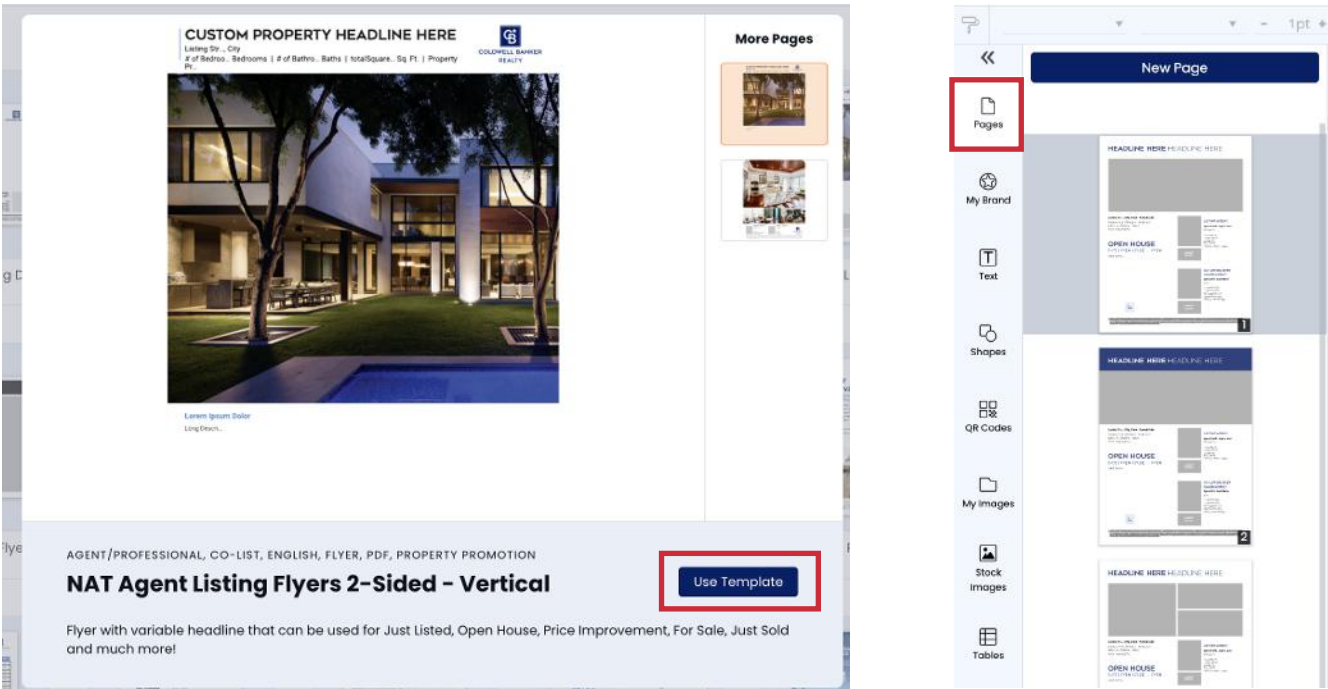
Collaborate with others – While editing or your finished document can be shared with other team members. Give read only access or edit access to collaborate on a project. [See More Details on Collaboration](#)

CREATE YOUR MARKETING MATERIALS IN 4 SIMPLE STEPS

1. CHOOSE YOUR TEMPLATE
- Navigate to the “Templates” tab on the left side menu bar. Select filters and click “New” directly on the template to begin.



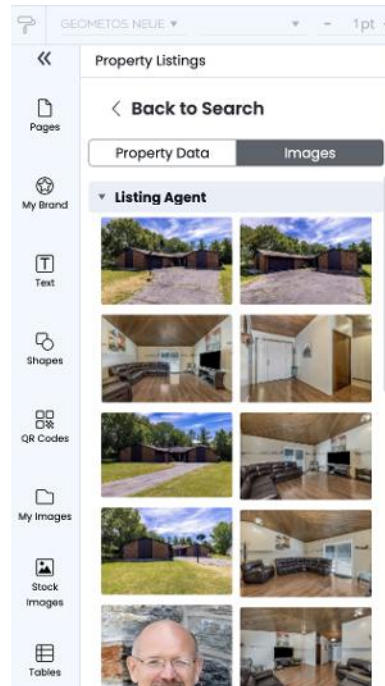
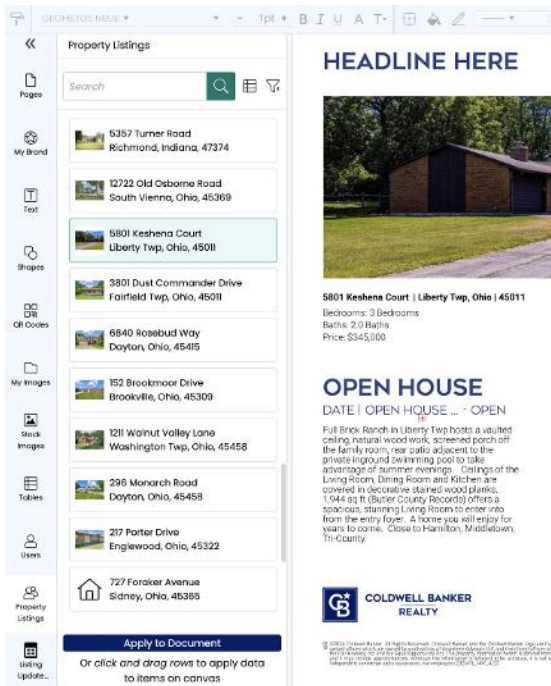
2. CHOOSE YOUR TEMPLATE(S)
- Select the template you would like to use and click on the “Use Template” button. Use the “Pages” tab on the left menu bar to view layouts; use as many as you would like in your document.



CREATE YOUR MARKETING MATERIALS IN 4 SIMPLE STEPS

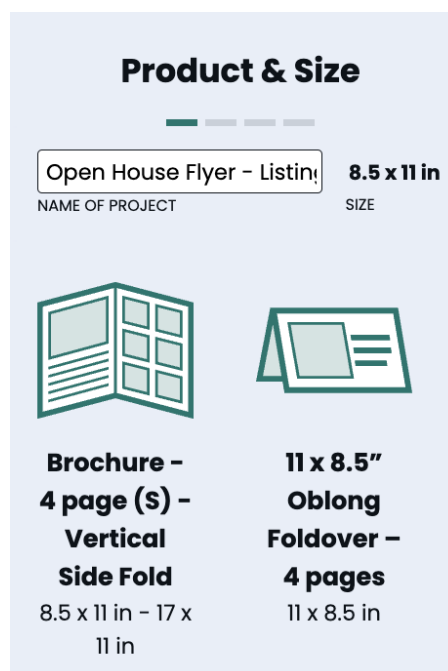
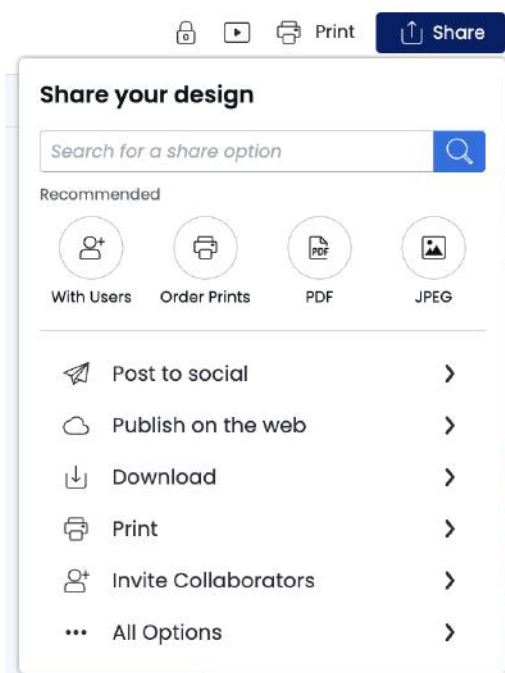
3. CHOOSE YOUR PROPERTY LISTING

Use the “Property Listings” tab on the left menu bar. Search or scroll to find your listing. Once selected, click on “Apply to Document” at the bottom of the property list. All content including images will auto-populate. You can change photos by clicking on the “Images” tab, then drag and drop any image onto the document to replace.



4. SHARE YOUR DOCUMENT

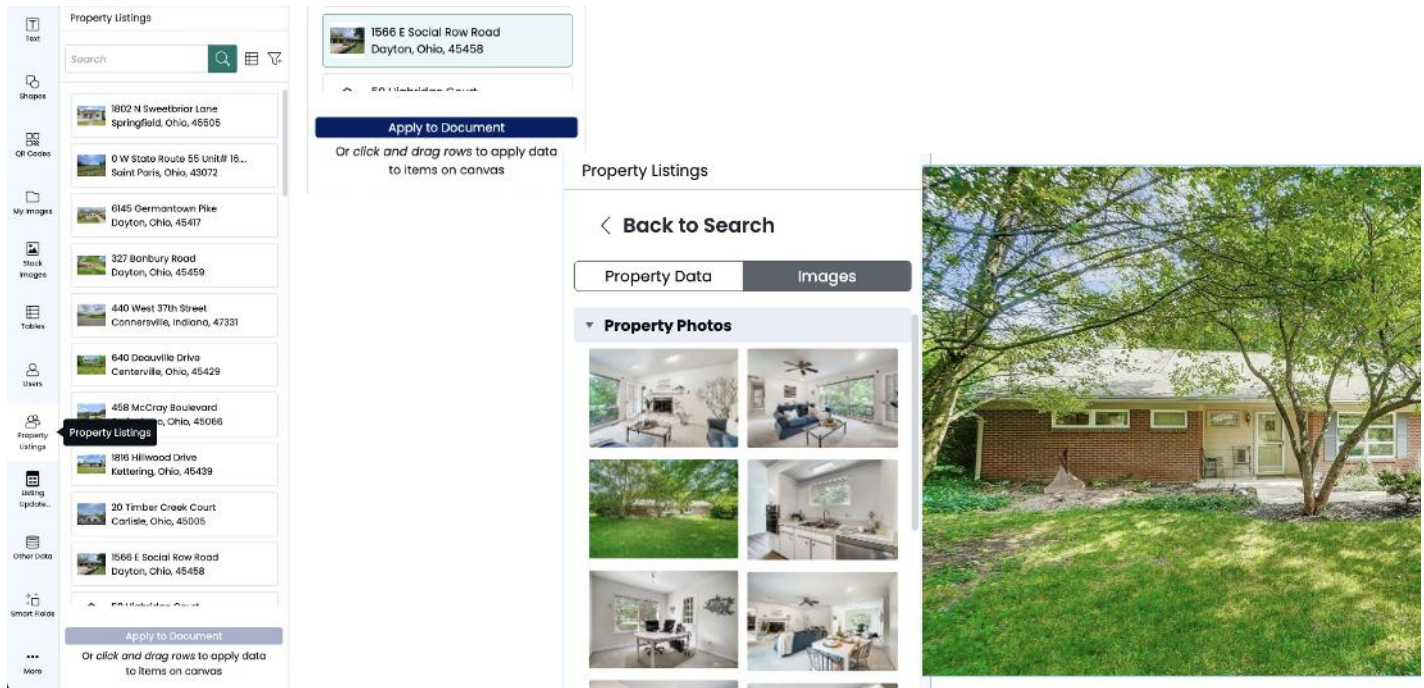
Download, create a digital link, share to social, or send to the printer using the buttons on the top right.



ADDING AND CHANGING IMAGES IN YOUR PROJECT

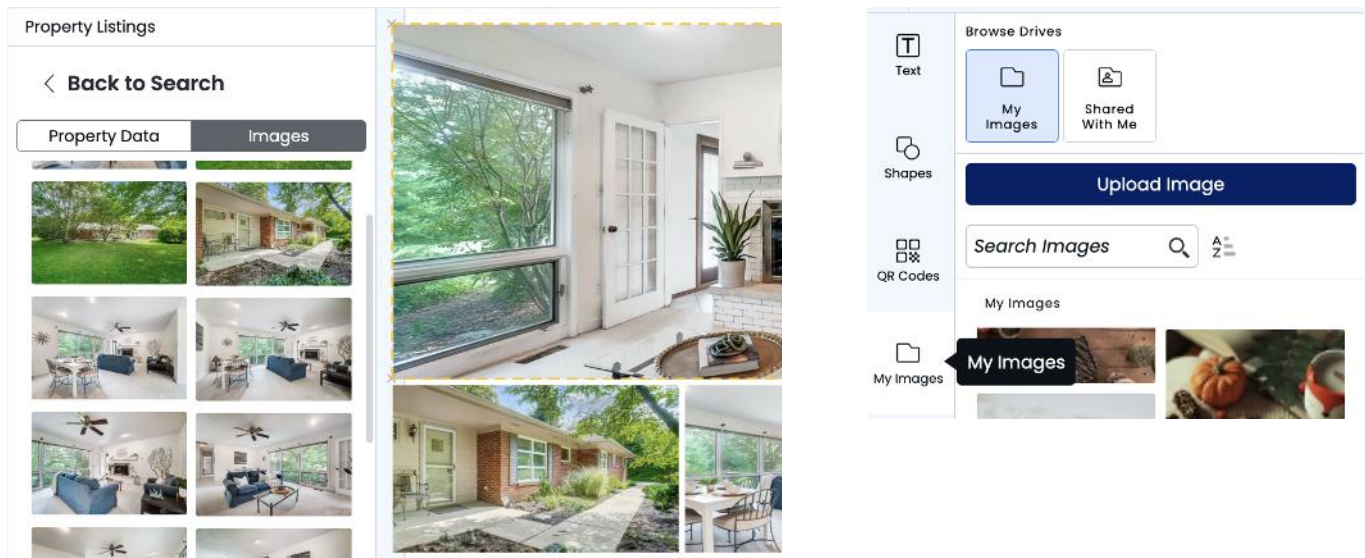
1. ADDING PROPERTY LISTING IMAGES

Property listing images can be effortlessly added to your project by auto-populating when choosing a property listing. This feature is already set up in most listing templates. Simply choose a property listing then click the “Apply to Document” button in the bottom left column.



2. CHANGING PROPERTY LISTING IMAGES

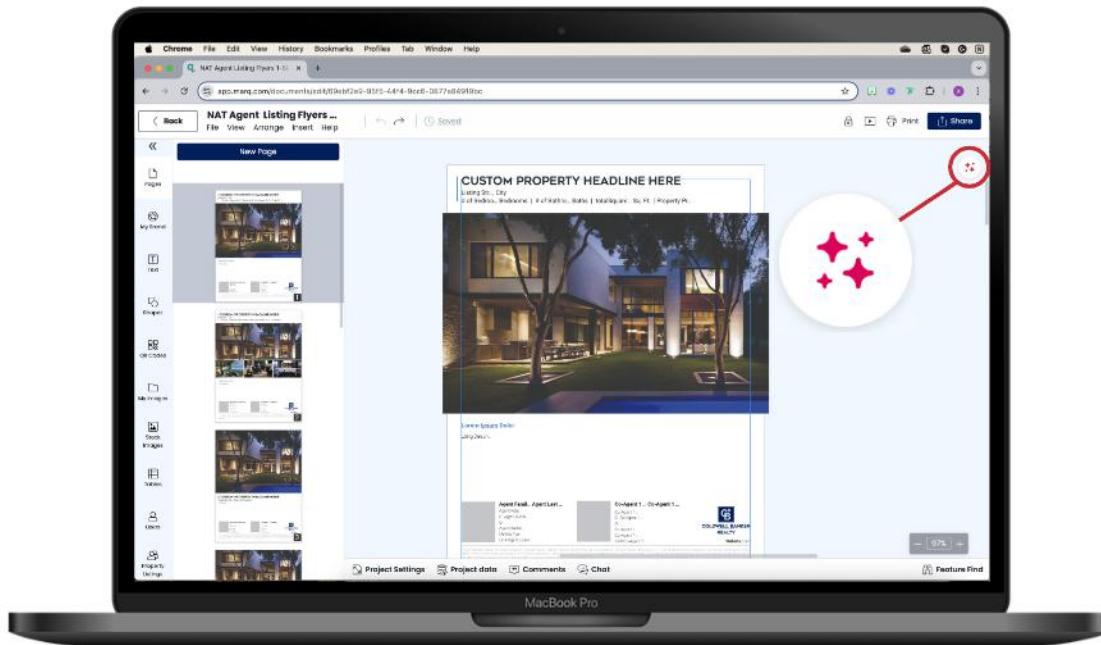
Click on the “Image” tab and simply drag and drop your images into the image area on your document. If you would like to upload a new image, click on the “My Images” tab in the left side menu and click “Upload Image”. Once uploaded click on the new image and hit insert and it will automatically populate in the selected image area.



USING THE AI ASSISTANT

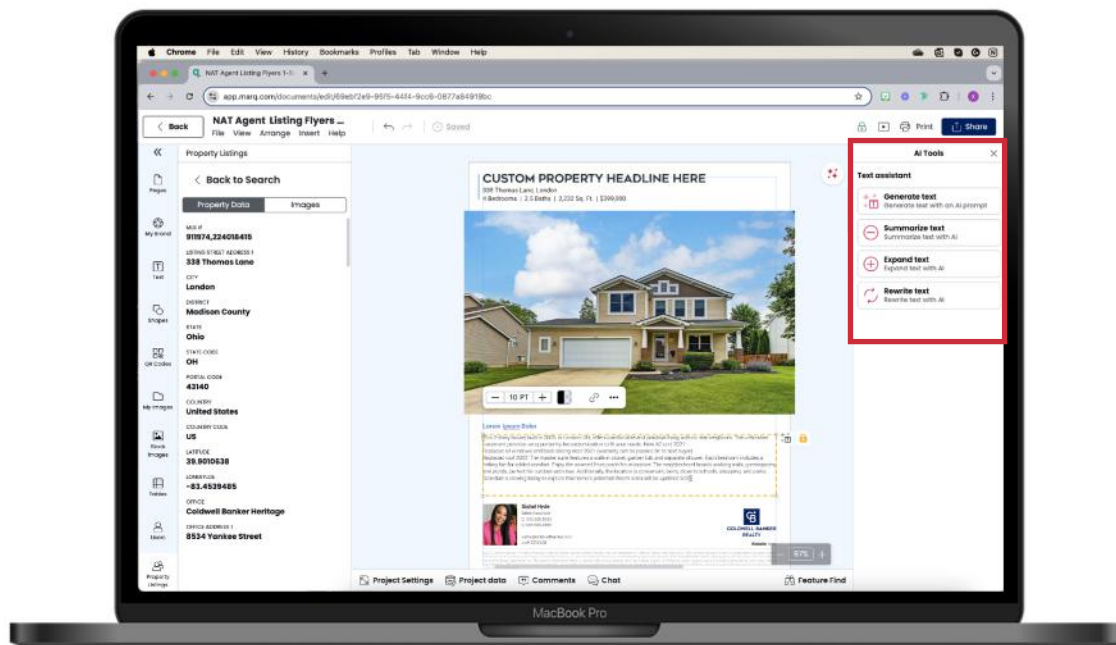
1. LOCATING THE AI BUTTON

After logging into Marketing Center and selecting a template or project, you will notice a new icon in the top right corner, signaling the availability of the AI Assistant.



2. USING THE AI BUTTON

Upon selecting the AI button, you will be presented with a variety of options to generate new text based on a prompt or, if text is already entered and selected, have the ability to summarize, expand, or rewrite the existing content.



USING THE AI ASSISTANT

3. GENERATING TEXT FROM A PROMPT

When generating text from a prompt, click "Insert Text" to seamlessly add the generated content into the selected text box.

