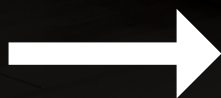


ROGCHOICE.COM



2026

MARKETING RESOURCES *FOR REALTORS®*



REALTY ONE GROUP CHOICE

BRANDING & MARKETING GUIDELINES

The following guidelines are required by the Minnesota Department of Commerce and local Realtor® associations.

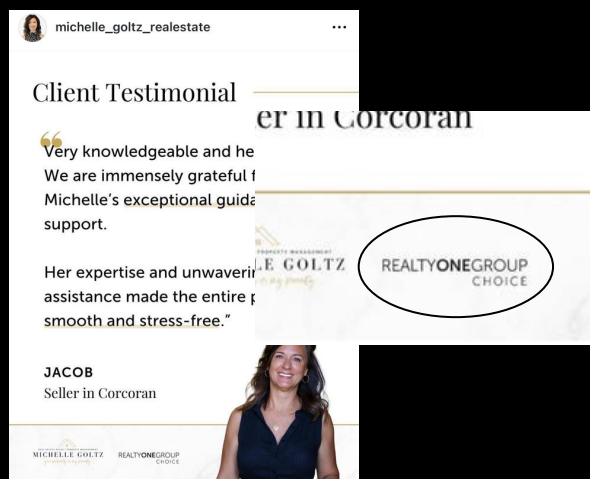
1. REALTY ONE GROUP CHOICE AGENTS MUST DISPLAY THE BROKERAGE NAME IN ONE OF THE FOLLOWING WAYS:

- Realty ONE Group Choice logo on design
- The ROGC logo MUST be as prevalent as any other logos on the design, conspicuously displayed
- Avoid using the Realty ONE Group logo, ensure that the logo is always displayed with "Choice" as "Realty ONE Group Choice"
- Social media posts with Realty ONE Group Choice stated in the caption
- Realty ONE Group Choice stated in text on design
- Social media posts using a hashtag with the brokerage name - #RealtyONEGroupChoice

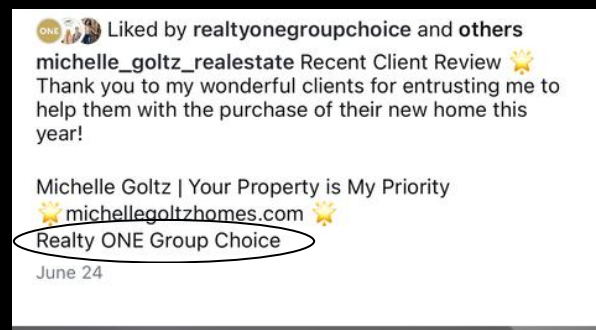


EXAMPLE OF A COMPLIANT POST:

INCLUDED ON DESIGN



INCLUDED IN CAPTION



BRANDING & MARKETING GUIDELINES **CONTINUED**

2. ADD FAIR HOUSING AND REALTOR® LOGOS ON ALL PAID ADVERTISING



WHEN RUNNING ADVERTISEMENTS ON FACEBOOK/INSTAGRAM, HOUSING MUST BE SELECTED AS A SPECIAL AD CATEGORY

3. REFRAIN FROM...

- Discrimination is NOT acceptable in any form. Realty ONE Group Choice prohibits discrimination and harassment based on race, color, sex, religion, sexual orientation, national origin, disability, and all protections outlined by the State of Minnesota. Harassing speech, hate speech, epithets or slurs are prohibited.
- Social media posts or marketing that goes against Minnesota and United States Fair Housing laws
- Social media posts or marketing with any political affiliation, position or comments for or against said affiliation
- Social media posts or marketing with any religious affiliation, position or comments for or against said affiliation
- Social media posts or marketing about non-ROGC company listings without listing agent's permission

[VIEW FULL MARKETING GUIDELINES HERE](#)

CONTENT PLANNING

2026 MARKETING CALENDAR TEMPLATE

Start planning your 2026 social media and marketing content with this easy to use Google Sheets document. Simply make a copy and get started.

| 2026 MONTHLY MARKETING CALENDAR TEMPLATE | | | | | | |
|--|---------------------------------------|------------|-----|---------------------|-----|-----|
| January 2026 | | | | | | |
| SUN | MON | TUES | WED | THURS | FRI | SAT |
| | | | | 1 New Year's Day | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 Graphic: About Me as a Realtor® | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 Martin Luther King, Jr. Day | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |
| MAIN GOAL | PRIORITY 1 | PRIORITY 2 | | PRIORITY 3 | | |
| | | | | | | |

PLATFORMS

CONTENT PILLARS

NOTES

ONE REALTYONE GROUP CHOICE

[VIEW CALENDAR](#)

CONTENT IDEAS

[View Here](#)

HASHTAGS

[View Here](#)

CAPTIONS

I recommend utilizing [ChatGPT](#) or [ClaudeAI](#) or [Google Gemini](#)

AI PROMPTS

[View Here](#)

ROGC CONTENT

Brokerage-specific templates.

SOCIAL TEMPLATES

ROGC branded social media templates.

REELS & VIDEO CONTENT

TIPS & TRICKS

1. Hook your audience in the first 3 seconds
2. Keep it short and provide value to your audience
3. Show your personality and brand as a Realtor®
4. Add a detailed caption and trending music/audio
5. Always include a Call-to-Action with contact info

CAPCUT TEMPLATES

Create Reels using the CapCut editor and customizable templates



TRENDING AUDIO & SOUNDS

Use audios that will help get reach on your social media videos. These are great to use for listings, as background music for real estate educational videos, and for comedy purposes. Trending audios are updated monthly.

[**ACCESS TRENDING SOUNDS HERE**](#)

Updated Monthly

TYPES OF POSTS *ON FB & INSTA*

6



FEED POST

- Lives on your Instagram grid or profile feed/page
- Can be a photo, graphic, carousel, or reel
- Use captions to tell a story or share important details



REEL

- Up to 90 seconds of video content
- Posts to your feed and Reels tab but can also remain off your grid
- Includes audio, music, or dynamic elements



STORY

- Temporary post, visible for 24 hours in the Stories section
- Can include photo, video, text, stickers, polls, or interactive elements
- Archives to Highlights for permanent visibility on your profile
- Ideal for quick updates, behind-the-scenes moments, or polls



CAROUSEL

- Slideshow post with photos, videos, or a mix of both
- Swipe-able format for storytelling or step-by-step guides
- Increases time spent on your post, boosting engagement



COLLAB POST

- Co-posting feature that allows a post to appear on multiple profiles
- Perfect for partnerships, collabs, or shared projects with any account



INSTAGRAM HIGHLIGHTS

- Permanent collections of past Stories on your Instagram profile
- Organized by category, event, or theme (i.e. Listings, Home Tips, Testimonials)

KEYWORDS & HASHTAGS

| | | |
|-------------------------------|----------------------------------|------------------------------|
| #realestateforsale | #[yourcity]neighborhoods | #luxurylistings |
| #realestateinvestment | #[yourcity]realtor | #offmarketlistings |
| #realestatetips | #[yourcity]realestateagent | #listing |
| #realestateagent | #[yourcity]life | #dreamhome |
| #realestatelife | #[yourcity]living | #lovewhereyoulive |
| #realestatemarket | #[yourcity]community | #neighborhood |
| #realestateideas | #[yourcity]residentialrealestate | #curbappeal |
| #realestatenews | #[yourcity]commercialrealestate | #forsale |
| #realestatemarketing | #[yourcity]luxuryrealestate | #newhome |
| #realestatebrokerage | #[yourcity]realestateexperts | #realestateinvesting |
| #residentialrealestate | #[yourcity]investment | #luxuryrealestate |
| #commercialrealestate | #[yourcity]brokerage | #realestatetipsandtricks |
| #investmentproperty | #[yourname]homes | #localrealestate |
| #fixandflip | #[yourname]realestate | #realtorlife |
| #renovated | #[yourname]listings | #brokeragebusiness |
| #propertyforsale | #[yourname]realty | #realestateexpertise |
| #[yourcity]realestate | #[yourname]properties | #realestateinnovations |
| #[yourcity]realty | #justlisted | #homesforsale |
| #[yourcity]homes | #openhouse | #houseforsale |
| #[yourcity]homesforsale | #justsold | #newlisting |
| #dreamhomesforsale | #sellingluxury[yourcity] | #localexperts[yourcity] |
| #selling[yourcity] | #[yourcity]neighborhoodexperts | #[yourbrokeragename]listings |
| #buyingin[yourcity] | #[yourcity]dreamlife | #openhouse[yourcity] |
| #movingto[yourcity] | #movingday[yourcity] | #justlisted[yourcity] |
| #relocateto[yourcity] | #sellinghomes[yourcity] | #firsttimebuyer[yourcity] |
| #findyourhome[yourcity] | #investmenthomes[yourcity] | #closingday[yourcity] |
| #[yourcity]realtyteam | #homevalue[yourcity] | #[yourcity]hometours |
| #[yourcity]realestateteam | #marketupdate[yourcity] | #luxurylistings[yourcity] |
| #homeswithviews | #customhomes[yourcity] | #yourhometownrealtor |
| #cozyhomesforsale | #sellmyhome[yourcity] | #curbappealmagic |
| #familyhomesforsale | | |
| #modernhomes[yourcity] | | |
| #newconstruction[yourcity] | | |
| #firsttimehomebuyer[yourcity] | | |
| #[yourname]realestateexpert | | |
| #[yourname]dreamhomes | | |
| #[yourname]forsale | | |
| #[yourname]justsold | | |
| #stagingworks[yourcity] | | |
| #realestategoals | | |
| #rogchoice | | |
| #realtyonegroup | | |
| #realtyonegroupchoice | | |

3X3 HASHTAG STRATEGY

- Use up to 9 hashtags
- **Follow the 3x3 strategy:** 3 hashtags about what the video relates to, 3 hashtags about the pain point, and 3 hashtags about the audience
- Sometimes, less is more: using trending audio and location are new forms of “hashtags”

TOP 5 LEAD GENERATION IDEAS

1. SOCIAL MEDIA MARKETING & ADVERTISING

Boost your brand visibility and connect with potential clients by reaching them where they spend most of their time online.

2. MONTHLY OR QUARTERLY NEWSLETTER

Stay top-of-mind with past clients and your sphere by delivering valuable market updates and insights directly via email or mailed to their address.

3. OPEN HOUSES

Showcase properties to a broader audience while creating opportunities to meet and engage with potential buyers.

4. LEAD MAGNET (EX. SELLER GUIDE OR HOME VALUATION TOOL)

Capture leads by offering valuable resources like buyer/seller guides or home valuation tools, creating a natural entry point for future client conversations.

5. COMMUNITY INVOLVEMENT & EVENTS

Build trust and credibility by forming personal connections with local residents and demonstrating your commitment to the community.



MARKETING TEMPLATES

LISTING AND BUYING PRESENTATIONS

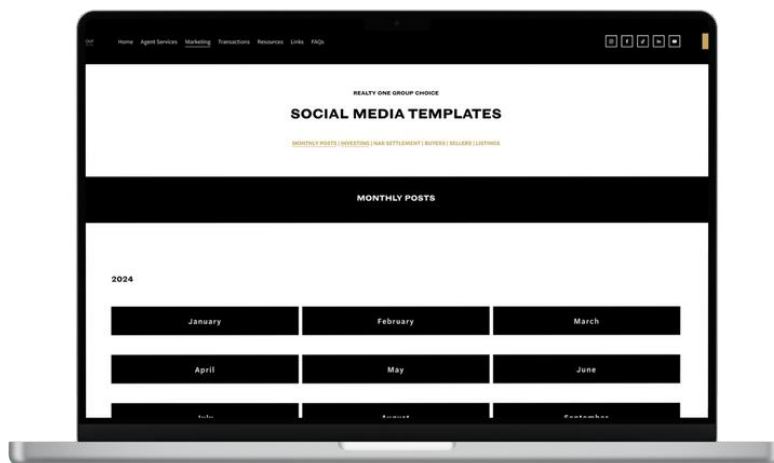
Customize presentations for your business with our listing and buying presentation templates. Access on ONE Hub and edit within Canva! Click the button below to get started.



[VIEW THE CONTENT CENTER](#)

SOCIAL MEDIA TEMPLATES

Access hundreds of templates created by the ROGC Marketing Department on ONE Hub. There are posts available for each month of the year!



[VIEW TEMPLATES](#)

ROGC ASSETS & GIFS

BRAND AFFILIATES

Open the Content Center to download all 'ROGC' logos, fair housing, NAR, textures, and fonts.



ROGC CONTENT CENTER

REALTY ONE GROUP BRANDING

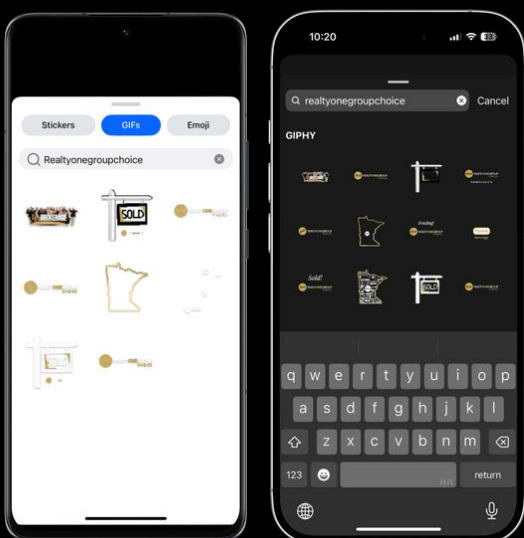
Additional branding resources provided by Corporate! Feel free to use, download to your computer, and import to Canva.

ROGC SPECIFIC BRANDING

BRANDING ASSETS

ROGC GIFS FOR SOCIAL MEDIA

Use our Realty ONE Group Choice GIFs on Instagram and Facebook. When creating a story, open the GIF sticker and search "realtyonegroupchoice" for the animated GIFs to populate.



[VIEW ALL GIFS HERE](#)



HELPFUL *RESOURCES*

ROGCHOICE.COM

AI CHATBOTS

12

CHATGPT BY OPENAI

Versatile chatbot for creative and professional assistance.

FREE VERSION AVAILABLE; CHATGPT PLUS AT \$20/MONTH

[**CLICK HERE**](#)

CLAUDE BY ANTHROPIC

AI chatbot designed for business productivity and collaboration.

FREE BASE PLATFORM; PRO VERSION AT \$20/MONTH.

[**CLICK HERE**](#)

GOOGLE GEMINI

Advanced AI with integrated search and knowledge tools.

FREE

[**CLICK HERE**](#)

COPILOT BY MICROSOFT

AI-powered productivity assistant integrated into Microsoft Office tools.

INCLUDED WITH MICROSOFT TOOLS

[**CLICK HERE**](#)

NOTION

Comprehensive workspace for task and project management.

FREE PLAN AVAILABLE; PLUS PLAN AT \$12/MONTH

[CLICK HERE](#)

BING AI IMAGE GENERATOR

Complimentary tool for generating AI-powered images.

FREE

[CLICK HERE](#)

SCRIBEHOW

Step-by-step guide creator for sharing workflows and processes.

FREE PLAN AVAILABLE; PRO PLAN STARTS AT \$29/MONTH

[CLICK HERE](#)

LOOM

Video communication tool for recording and sharing tutorials.

FREE PLAN WITH LIMITATIONS; BUSINESS PLAN AT \$15/MONTH

[CLICK HERE](#)

ONLINE RESOURCES

14

UNSPLASH

Complimentary and royalty-free stock images that you can use across your marketing.

FREE

[CLICK HERE](#)

PEXELS

Complimentary and royalty-free stock image site that you can use across your marketing.

FREE

[CLICK HERE](#)

CANVA

Design platform with thousands of templates for real estate graphics and videos; I recommend the premium version recommended for full access.

FREE PLAN AVAILABLE; PRO PLAN AT \$12.99/MONTH.

[CLICK HERE](#)

MANYCHAT

A chatbot platform that automates conversations across Facebook Messenger, Instagram, WhatsApp, and SMS to enhance customer engagement.

OFFERS A FREE PLAN; PRO PLANS START AT \$15/MONTH

[CLICK HERE](#)

ONLINE RESOURCES

15

META BUSINESS SUITE

Manage your Instagram and Facebook posts, ads, and analytics in one place.

FREE

[**CLICK HERE**](#)

HOOTSUITE

Paid multi-platform social media scheduler that allows you to plan multiple posts across Instagram, Facebook, TikTok, LinkedIn, Pinterest, and more.

PROFESSIONAL PLAN STARTS AT \$99/MONTH (BILLED ANNUALLY)

[**CLICK HERE**](#)

MARKFUL

Print materials including business cards, badges, signs, calendars, and other high-quality marketing essentials.

PRICING VARIES BY PRODUCT

[**CLICK HERE**](#)

REMINDERMEDIA

Direct mail and real estate farming tools for client outreach.

PRICING VARIES

[**CLICK HERE**](#)

NEWS & MARKET DATA

16

INFO SPARKS IN MLS

An interactive tool that allows real estate professionals to analyze and share housing market trends through customizable charts and data visualizations.

[ACCESS VIA YOUR LOCAL MLS](#)

REALTORS® PROPERTY RESOURCE (RPR)

A comprehensive property database providing REALTORS® with extensive data, tools, and reports to assist clients and enhance market knowledge.

[ACCESS VIA YOUR LOCAL MLS](#)

REAL ESTATE NEWS

A platform offering the latest updates and insights on the real estate industry, including market trends, policy changes, and expert analyses.

[CLICK HERE](#)

INMAN

A leading source of real estate news, offering in-depth articles, analysis, and insights for industry professionals.

[CLICK HERE](#)

KEEPING CURRENT MATTERS

Provides real estate professionals with curated market insights, reports, and visual aids to effectively communicate current trends to clients.

[CLICK HERE](#)

HOMESPOTTER APP

A mobile application that enhances MLS listings with client collaboration tools, allowing agents to share listings and communicate with clients seamlessly.

[IPHONE](#)

[GOOGLE](#)

MLS-TOUCH APP

A mobile MLS solution enabling agents to access listings, manage contacts, and collaborate with clients on the go.

[IPHONE](#)

[GOOGLE](#)

CONTENT CREATION APPS

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CAPCUT

A complimentary video editor that has thousands of available templates, AI integration, teleprompter features, and more!

[IPHONE](#)[GOOGLE](#)

INSHOT VIDEO EDITOR

User-friendly video editing app with features like trimming, merging, and adding music or text.

[IPHONE](#)[GOOGLE](#)

CAPTIONS AI

An AI-powered tool that simplifies video production by generating captions and translating videos into multiple languages with synchronized lip movements.

[IPHONE](#)[GOOGLE](#)

SCRL

App for creating seamless slideshows with photos, ideal for showcasing listings or recent activities.

[IPHONE](#)[GOOGLE](#)

PICSART AI PHOTO VIDEO EDITOR

Comprehensive editing app with AI-powered tools for photo and video enhancements.

[IPHONE](#)[GOOGLE](#)

REMINI AI PHOTO EDITOR

Enhances photo quality using AI technology, improving clarity and resolution.

[IPHONE](#)[GOOGLE](#)

CANVA

Design platform with thousands of templates for real estate graphics and videos; I recommend the premium version recommended for full access.

[IPHONE](#)[GOOGLE](#)

LINK IN BIO TOOLS

18

LINKTR.EE

A platform that consolidates multiple links into one, allowing users to share various content through a single URL.

FREE PLAN AVAILABLE; PAID PLANS START AT \$4 PER MONTH

[CLICK HERE](#)

VIDEOASK

An interactive video platform enabling personalized, asynchronous video conversations for recruitment, sales, and customer engagement.

FREE PLAN AVAILABLE; PAID PLANS START AT \$24 PER MONTH

[CLICK HERE](#)

BITLY

Primarily a URL shortening service that also offers customizable link-in-bio pages to curate and track multiple links from social media profiles.

FREE PLAN AVAILABLE; PAID PLANS START AT \$8 PER MONTH

[CLICK HERE](#)

DOT.CARDS

Dot cards allow users to share contact information and social profiles through a single tap or scan.

ONE-TIME PURCHASE STARTING AT \$20 PER CARD

[CLICK HERE](#)

SOCIAL MEDIA

ONE Design Creative Studio

Free with ROG Tools

[VIEW IN ONE.LOGIN](#)

- Social Media content calendar
- Customizable, Branded Templates
- Branding, Holiday, About Me, Reviews and Listing Templates
- Everything from Social Media Posts to Print Marketing
- System is similar to Canva

Coffee & Contracts

\$60 per month*

[LEARN MORE](#)

- Social Media content calendar
- Customizable Templates
- Social Media Posts, Reels, Email Newsletters & Print Marketing
- Weekly Newsletters, Live Training Classes & Training Replays
- Community Facebook Group

COFFEE & CONTRACTS

*Sign up with ROG C for this price

Authentic Design Co

\$297 - \$697/month

[WEBSITE](#)

- They provide tailored social media management services, helping agents maintain a consistent and professional online presence with Coffee & Contract Templates. Custom graphics (outside of C&C available too)
- Consistent Presence Package \$297/month
- Growth + Engagement Package \$447/month
- Show Up Like A Pro Package \$697/month
- Social Media Management
- Guides & Workflows
- Web Design + Branding
- Email Marketing

[PACKAGE INFO](#)

Authentic
design co.

*Must have Coffee & Contracts Account

BrandBroker

\$500 per month

[LEARN MORE](#)

- One time set up fee \$200
- 5 Posts Per Week following C&C Content Calendar
- Personalized captions for engagement & authenticity
- Custom reels add ons (for enhanced visibility)
- Strategy check-ins to fine tune your social presence
- Also offer: Custom Lead Magnet Design, All-Platform Brand Audit, ManyChat Set Up, ManyChat Automation Build Out, CRM Integrations, FloDesk Email Campaigns, Custom Reels, AI Listing Videos & More

BRAND.
BROKER

*Must have Coffee & Contracts Account

SOCIAL MEDIA

CONTINUED

Jana Peterson - Rvampp Branding

PACKAGE INFO

HOURLY INFO

SOCIAL MEDIA SILVER PACKAGE - \$350 per month (5 Hours)

- 5 Custom Static Posts
- 1 Monthly Newsletter (if you already have a template)
- Quarterly Strategy Check-in
 - Content Calendars built out quarterly
- Shared Marketing Calendar for planning, prompts & revisions
- Posts scheduled by us weekly, that fit your audience
- Platforms: Instagram and Facebook
- Perfect for agents who want consistency without the overwhelm

SOCIAL MEDIA GOLD PACKAGE - \$675 per month (10 Hours)

Includes everything in Silver Package, plus:

- 2 additional custom posts (7 total)
- 1 Monthly Newsletter (template included or created)
- 1 Quarterly Pop-By Campaign (tag design + strategy)
- 1 custom Flyer or Listing Promo/Month
- Priority Turnaround Times
- Great for agents who are listing regularly or doing a higher-volume outreach

HOURLY PACKAGES & PRICING -

Jana offers Custom Packages based on hours worked so if you are looking for something outside of these packages, she is happy to meet and build something that best works for what you are wanting & looking for!

SOCIAL MEDIA

CONTINUED

Sheryl H - Lemonade Media Group

PACKAGES INFO

ALL-IN SOCIAL MEDIA FOCUSED - \$499 per month

- 4 Total Social Media Posts per week (12 total monthly posts)
- 1-2 Video/Reels per week (6 total monthly videos)
 - TikTok, Instagram, & Facebook
- 1 On-site Filming (1-2 hrs) Session per month
- Boosted Ad post per month
- Branded Content
- Social Accounts monitoring, building & community engagement
- Monthly analytics report for all accounts

WEBSITE/SOCIAL MEDIA COMBO - \$499 per month + website costs

- 4 Total Social Media Posts per week (12 total monthly posts)
- 1-2 Video/Reels per week (4 total monthly videos)
- 1 Boosted Ad post per month
- Page monitoring, building and community engagement
- Monthly analytics report
- 1 On-site Filming (1-2 hrs) Session per month
- Fully Branded Website + Revisions

ADD ONS -

- Social Media Post Design (for extra posts) - \$30 per hour
- Video/Reel Post Creation & editing (for extra posts) - \$30 per hour
- On-Site Filming \$100 for 2 hours

Brand Bosses - Jamie Tjornehoj

PACKAGE INFO

PROJECT SCOPE FOR AGENT - \$605 per month

- Posting Schedule: 3x per week on 2 Social Media Platforms
- Content Creation & Curation: Weekly Social Media Content Calendar Creation
- Brand Keyword or Hashtag Monitoring: SEO and Hashtag Analysis
- Customer Support: Answering DMs, questions, trouble shooting
- Analytics and Reporting: Monthly reports
- Social Media Management Details: +30 minutes of Social Media Engagement 3x per week, on-call during normal business hours
- Strategy Curation and Implementation
- Meeting Cadence: Monthly ideation and content review meetings

BRANDING & LOGOS

Jana Peterson - Rvampp Branding

PACKAGES INFO

Included in Silver or Gold Packages or \$30/Hour

This one time collaboration session helps us understand your story, strengths, and selling style - so we can market you more effectively. (included in Silver or Gold Package Contract)

Includes:

- 1:1 meeting to walk through RBC Brand Planning Workbook
- Visual identity review (logo, fonts, colors)
- Brand voice + tone clarification
- Audience targeting + unique value messaging
- Lead generation and outreach strategy alignment
- Finalized kit used to guide your newsletters, social posts and all Rvampp created content
 - Your Brand Kit to keep forever

AGNT REAL ESTATE MEDIA

CONTACT

One Time Branding Kit \$500

This one time collaboration session that includes:

- 1:1 Page Branding Kit
- Logo
- Brand Color Scheme
- Brand Fonts
- Mood Board

Sheryl H- Lemonade Media Group

PACKAGES INFO

BUSINESS STARTER - \$699 ONE Time Fee

- Creative Branding Session (1 hr)
- Basic Logo design or refresh
- Business Cards Designed
 - Printing & shipping add-on
- Menu of Services & Pricing
 - Printing & Shipping add on OR marketing piece of your choice
- Social Media Accounts Setup
 - Facebook, Instagram, LinkedIn
- 8 Social Media Posts (2 posted per week)
- 2 Videos/Reels
- Analytics Report

HEADSHOTS & BRANDING SHOOTS

TYLER LAWRENCE | VIVID SPACES

****coming soon****

Bi-Monthly Complimentary Headshots
on the 2nd Monday of the month from at
ROGC Office

SKYLAR RAE PHOTOGRAPHY

skylarraepphoto.com

Professional Headshots \$150
Branding Collection \$425
More package options available

AGNT REAL ESTATE MEDIA

agnt.media

Branding & Marketing Video \$495
60-90 second video with a headshot
and b-roll footage

SPACECRAFTING

spacecrafting.com/portrait

Professional Headshots
Basic Studio Individual \$150
Creative Studio Individual \$250
On Location Creative Individual \$350

NEWSLETTERS & PRESENTATIONS



Canva Free or Premium (\$15 per month)

- Customizable, Branded Content
- Email Newsletter Templates
- Print Newsletter Templates
- Buyer & Seller Presentations

Creative Studio Included in One Login

- Customizable, ROG Branded Content
- Email Newsletter Templates
- Print Newsletter Templates
- Buyer & Seller Presentations

ONE HUB PRESENTATION TEMPLATES

CONTENT CENTER

- Listing & Buyer Presentation Templates that are fully customizable
- In ONE Hub, brings you to an editable Canva Template
- Once done editing, upload into MOXI (in One Login) to an interactive Presentation

Coffee & Contracts \$60 per month*

LEARN MORE

- Links out to Canva for Template
- Customizable, Branded Content
- Email Newsletter Templates
- Print Newsletter Templates
- Buyer & Seller Presentations and Booklets

COFFEE & CONTRACTS

*Sign up with ROGC
for this price

Jana Peterson - Rvampp Branding

PACKAGES INFO

For Agents starting that don't have a template yet

- Custom Newsletter templates (colors, fonts, logo)
- 3 -4 Custom Designed Newsletter content blocks (market update, listing, client tip, note)
- Editable format that you'll own forever
- Optional walkthrough to use/update yourself

Alex Davis - All Good Things Creative

PRICING TO COME

Email Marketing (a client favorite)

- Typically creates content from start to finish with minimal lift from the Agent

Print Marketing

- Newsletters, Postcards, Checklists, Relocation Guides, Door Knocking Flyers, etc

Jana Peterson - Rvampp Branding

\$30/hour

NEWSLETTER & EMAIL MARKETING

- Custom Newsletter Template (see Newsletter Package for template options)
- Automated Email Series Setup (ex - New Lead Drip, Post-Close follow up)
- Monthly or Quarterly Market Update Emails
- Holiday or Event Specific Email Blasts

MARKETING & CLIENT DOCUMENTS

- Buyer & Seller Guides
- Listing Presentation Slide Decks
- Pre-Listing Packets
- Just Listed/ Just Sold Flyers
- Client Check-In Templates (monthly, quarterly, anniversary style)
- Pop-by Cards/Tags + Gift Ideas

BRANDING & VISUAL CONTENT

- Social Media Templates (Carousel, Story, Highlight Covers)
- Personal Brand Tone + Voice Guide
- Business Card Design
- Social Profile Makeovers (Bio, Links, Highlights, etc)

EVENTS & LEAD GENERATION CAMPAIGNS

- Client Appreciation Event Invites & Promo Graphics
- Open House Toolkits (Sign-In Sheets, Promo Posts, Follow Up Templates)
- QR Code Lead Capture Flyers
- Home Maintenance Checklists (seasonal)

CUSTOM PROEJECTS & STRATEGY

- Social Media Audits with Feedback & Fix Recommendations
- Content Planning Sessions (monthly/quarterly)
- Brand Refresh Consulting
- Custom Workflows for Keeping In Touch with your Sphere

Alex Davis - All Good Things Creative

Pricing by Hour

SOCIAL MEDIA MANAGEMENT

- Carousel Posts, Reels and Static Content - can edit/post videos agents record themselves

BLOGGING + EMAIL MARKETING

CUSTOM WEBSITE DESIGN + BRANDNIG

LANDING PAGES

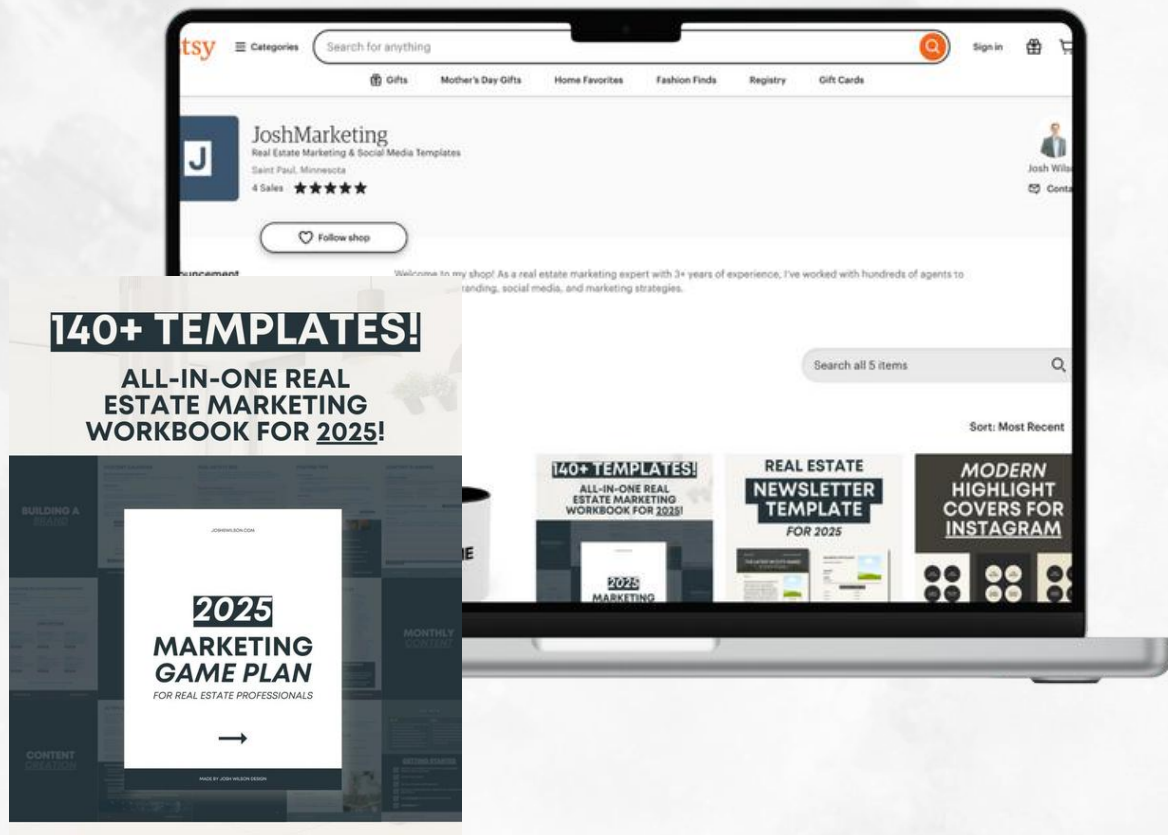
- Agents leaning towards these rather than full websites for a more streamlined approach

GRAPHIC DESIGN + CONTENT CREATION

EVENT COORDINATION & EVENT MARKETING

Josh Wilson - Marketing Professional

- Real Estate Marketing Social Media Templates
- Marketing Strategy
- Available for sale on Josh's Etsy storefront!



LEARN MORE

LISTING PROPERTY VIDEOS

AGNT REAL ESTATE MEDIA

LUXE REEL

\$220

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Shorter Length Video - around 20 seconds
- Agent Included in Video
- Delivered Next Day

LUXE+ REEL

\$350

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Longer Length Video - around 60 seconds
- Agent Included in Video
- Delivered Next Day

ULTRALUXE REEL

\$650

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Longer Length Video - around 60-90 seconds
- Drone footage and custom wording included in video
- Agent Included in Video
- Up to 3 Business Days Delivery

AGNT PACKAGE

- Full Home Coverage Photos
- LUXE REEL (Agent Included in Video)
- 6-10 Aerial Drone Photos
- 2D Floor-plan w/ Dimensions
- Delivered Next Day

0 - 3,000 sqft = \$575
 3,001 - 5,000 sqft = \$700
 5,000 - 7,000 sqft = \$1,000
 >7,000 sqft = call for quote

LISTING PROPERTY VIDEOS

12

VIVID SPACES | TYLER LAWRENCE

HIGHLIGHT REEL

<4,999 sqft = \$249 + tax
>5,000 sqft = \$299 + tax

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Length: 30 - 90 seconds
- Includes: Intro/Establishing shots, Agent intro (optional), property layout/flow, detailed shots, closing shots
- Drone Footage NOT included unless added

HIGHLIGHT REEL - CREATIVE

Starting at \$249 + tax

Have an idea for a social reel? This option is for you. Creative Highlight Reels are generally filmed vertically, creating a 30 - 90 second video to be used on Social Media & Short Form Platforms (same as above Highlight Reel).

SIGNATURE VIDEO

0 - 3,999 sqft = \$399 + tax
4,000 - 6,000 sqft = \$449 + tax
>6,000 sqft = call for quote

- Horizontal for Websites and Youtube
- Length: 2 - 4 minutes
- Includes: Intro/Establishing shot (with drone if possible), Agent intro & extro (optional), Property tour showing details during video tour
- Branded and Unbranded Tours for MLS

MILL CITY TEAM

HORIZONTAL PROPERTY VIDEO

\$245

- Ideal For: Filmed Horizontally for Websites and Youtube
- Video is highlighting ONLY the Property
 - Branded and Unbranded Tours

VERTICAL PROPERTY VIDEO

\$245

- Ideal For: Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Video is highlighting ONLY the Property
 - Branded and Unbranded Tours

HORIZONTAL PROPERTY VIDEO WITH AGENT

\$345

- Ideal For: Filmed Horizontally for Websites and Youtube
- Video is highlighting Property with Agent in video

VERTICAL PROPERTY VIDEO WITH AGENT

\$345

- Ideal For: Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Video is highlighting Property with Agent in video

LISTING PROPERTY VIDEOS

SPACECRAFTING

AERIAL + ARCHITECTURAL VIDEO

- Filmed Horizontally for Websites and Youtube
- 90 - 120 second video + 6 Aerial Images
- Agent NOT Included in Video

<3,000 sqft = \$375
 3,001 - 6,000 sqft = \$475
 6,001 - 10,000 sqft = \$575

HOME TOUR VERTICAL VIDEO

\$350

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Around 30 seconds
- Agent NOT Included in Video

AGENT WALKTHROUGH VERTICAL VIDEO

\$400

- Vertical for Social Media & Short Form Platforms (Instagram, Facebook, TikTok)
- Around 30 seconds
- Agent Included in Video

ADD ON SERVICES

- Additional 15 Second Vertical Video Cut \$125
- Additional 30 Second Vertical Video Cut \$150
- Aerial Footage Capture \$125

HG DIGITAL MARKETING (ALEXANDRIA)

REAL ESTATE VIDEO + DRONE (EXTERIOR)

\$275

- Filmed Horizontally for Websites and Youtube
- 2 - 3 minute detailed tour (interior & exterior)
 - Branded & Unbranded Tours
- Agent CAN Included in Video at no extra cost

REAL ESTATE VIDEO + DRONE

\$375

- Most common package by Realtors
- Filmed Horizontally for Websites and Youtube
- 3 - 4 minute detailed tour (interior & exterior)
 - Branded & Unbranded Tours
- Agent CAN Included in Video at no extra cost

ONE



**REACH OUT TO STAFF IF YOU HAVE ANY QUESTIONS OR ARE
LOOKING FOR MORE DIRECTION ON WHO TO USE!**

