



REALTY ONE GROUP CHOICE

2025 MARKETING RECOMMENDATIONS



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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](#)

[PACKAGE INFO](#)

- 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

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 ROG
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 PROJECTS & 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

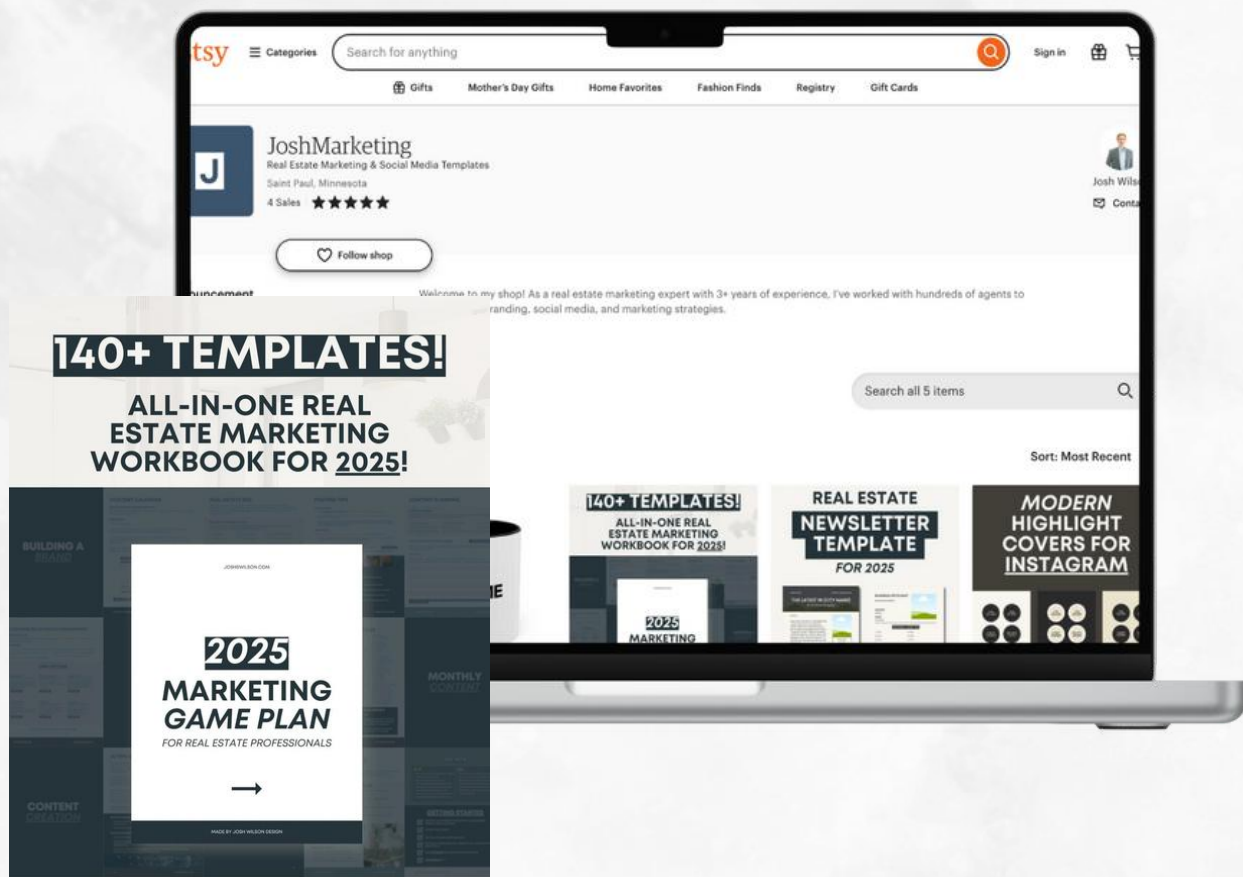
- Agents leaning towards these rather than full websites for a more streamlined approach

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!**