



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 ROGC  
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

## SKYLAR RAE PHOTOGRAPHY

[www.skylarraepphoto.com](http://www.skylarraepphoto.com)

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

## TAMMY BRICE CREATIVE

[www.tammybrice.com](http://www.tammybrice.com)

Short Scene | 15 min \$175  
Center Stage | 30 min \$275  
Silver Screen | 60 min \$495  
More package options available

## AGNT REAL ESTATE MEDIA

[www.agnt.media](http://www.agnt.media)

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

## SPACECRAFTING

[www.spacecrafting.com/portrait](http://www.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

# ALA CARTE

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**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**

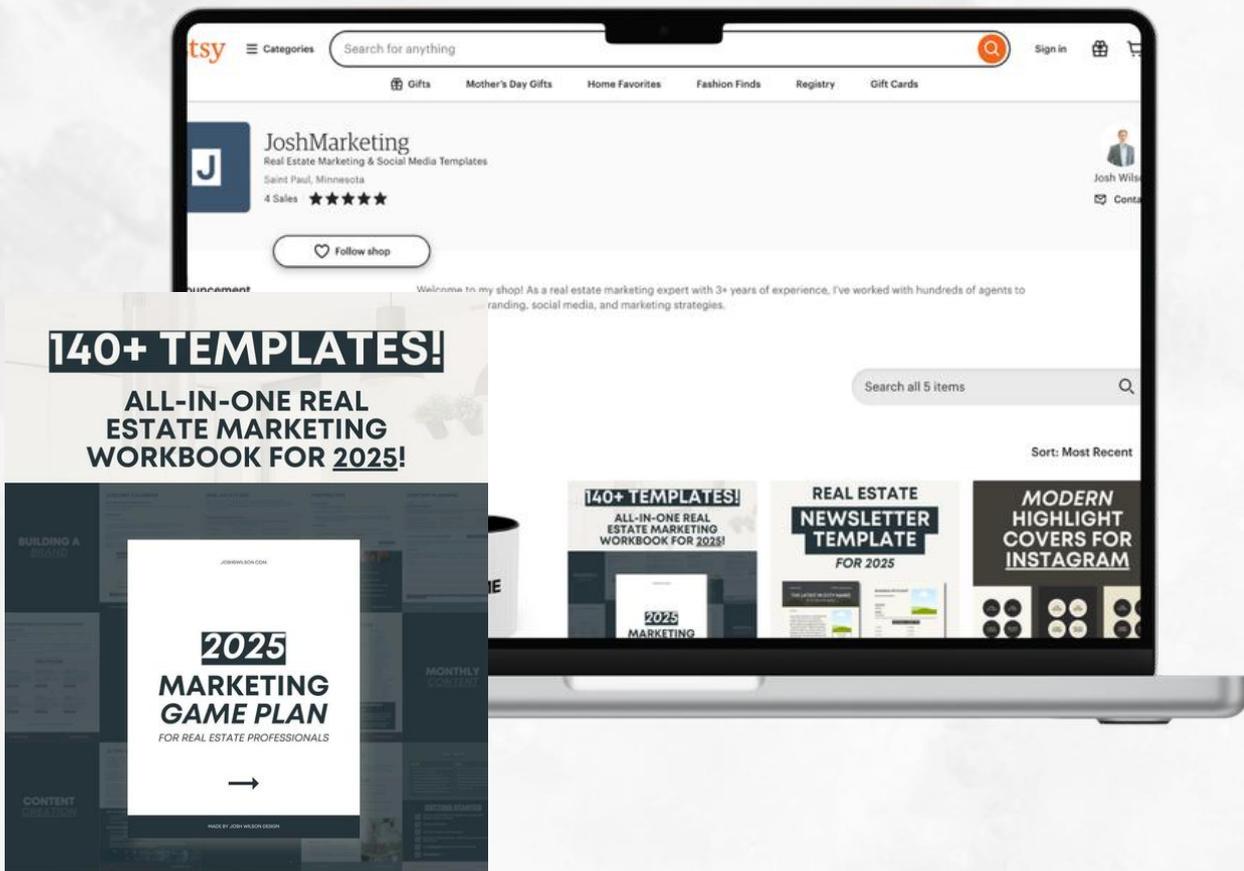
- Agents leaning towards these rather than full websites for a more streamlined approach

## **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 stft = \$1,000  
 >7,000 sqft = call for quote

# LISTING PROPERTY VIDEOS

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## 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 stft = \$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!**