



REALTY ONE GROUP CHOICE

# 2025 MARKETING SERVICES



# TABLE OF CONTENTS



03	Introduction
03	Message From the Team
04	On the House
05	Ala Carte
06	Social Media
08	Branding & Logo Design
09	Newsletters & Presentations
10	Marketing Quickstart
11	Professional Listing Video
12	Project Portfolio & Reviews
13	Let's Collab!

# INTRODUCTION



The Realty ONE Group Choice Marketing Department offers a variety of services to support real estate agents in their marketing efforts. Our team can assist with social media management, listing marketing, newsletters, branding, and more. We work closely with each agent to develop a customized marketing plan tailored to their specific goals and needs.

Josh Wilson  
Marketing Coordinator

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A large graphic featuring a white background with a subtle, light grey marbled pattern. A thin, curved gold line arches across the top right. A solid black vertical bar is on the right side.

**ONEROGC.COM/MARKETING**

The services provided by the Realty ONE Group Choice Marketing Department are only available to licensed real estate agents who work as independent contractors with Realty ONE Group Choice. If you are affiliated with our brokerage, our marketing pros are here to collaborate with you and take your real estate marketing to the next level.

# ON THE HOUSE

FREE FOR AGENTS

## AGENT HEADSHOT

A simple branding photo to get you started.

## MONTHLY WORKSHOPS

Classes on relevant topics, requested by agents, on the first Tuesday of each month.

## FIRST MEETING WITH MARKETING

The first meeting with us is complimentary, then charged ala carte for future sessions.

REALTY ONE GROUP CHOICE

[Book a Meeting](#)

# ALA CARTE

ALL SERVICES \$50/HOUR

VIDEOS AND REELS

LISTING PROMOTIONS

PHOTO EDITING

PHOTOGRAPHY

EMAIL CAMPAIGNS

PRINT MARKETING

WEBSITES (REVISION ONLY)

MEETING WITH MARKETING

**[Submit a Marketing Request](#)**



# SOCIAL MEDIA

## Coffee & Contracts

\$60 per month

- Social Media content calendar
- 1-1 Marketing Department Help
- Community Facebook Group
- Add-Ons
  - Full Customization and Scheduling for an extra \$40 per month

## COFFEE & CONTRACTS

## Audit & Coaching

\$120 per month (3 Month Commitment)

- Initial intake form
- Social Media Audit
- 6 Custom social media templates that fit your brand
- 5 Custom post schedules that fit your audience a month
- 3 month social media plan customized to your business, posts assigned to you
- Weekly Coaching

## Social Media Silver

\$225 per month

- Coffee & Contracts subscription
- 5 Custom Static Posts
- 2 Custom Reels
- Monthly meeting with the Marketing Department
- Social media calendar that is revised monthly
- Posts scheduled by us weekly, that fit your audience
- Platforms
  - Instagram and Facebook
  - Each additional platform is \$20 extra per month
  - Additional Options: TikTok, LinkedIn, Pinterest, Google My Business, & Twitter



# SOCIAL MEDIA

CONTINUED

## **Social Media Gold**

\$375 per month

- 8 Static Posts
- 4 Custom Video Reels
  - TikTok, Instagram, & Facebook
- Bi-weekly meetings with the Marketing Department
  - Film Reels and Present Analytics
- Social media calendar that is revised monthly
- Posts scheduled by us weekly, that fit your audience
- Platforms
  - Instagram and Facebook
  - Each additional platform is \$20 extra per month
  - Additional Options: TikTok, LinkedIn, Pinterest, Google My Business, & Twitter

## **Social Media Black**

\$450 per month

- 14 Static Posts
- 6 Custom Video Reels
- Bi-weekly meetings with the Marketing Department
  - Film Reels and Present Analytics
- Social media calendar that is revised monthly
- Posts scheduled by us weekly, that fit your audience
- Custom social banner
- Have a custom social banner on your social media
- Custom templates
- Templates for you to use in your Canva account for things such as listings, sold properties, holidays, and more!
- Platforms
  - Instagram, Facebook, & an additional of your choice
  - Additional options: TikTok, LinkedIn, Pinterest, Google My Business, & Twitter
  - Each additional platform is \$20 extra per month

# BRANDING & LOGOS

## Custom Logo

\$250

- 1 hr. Brainstorming Session (who you are, styles colors, tagline)
  - Individual Color Palette
  - Professional Creative Direction
  - Concepts discussed and agreed upon before logo process begins
- Creation of Custom Logo includes at least 3 logo concepts
  - Creations based off of brainstorming session, logo concepts that agent agreed to see
- Up to 1 hr. of edits or revisions
- A variety of 9 PNG files are sent to agent to use as they see fit up to 1 hr.
  - Original Logo (3 Colors)
  - EPS and AI formats provided
- Add ons
  - Extra formats \$10 each (IE: JPG, PDF)
  - Extra variations of logo (color, placed into extra shape or solid background \$15 each)
  - Extra revision of logo \$30 an hour

## Custom Branding Package

\$400

- 1 hr. Brainstorming Session (who you are, styles colors, tagline)
  - Individual Color Palette
  - Professional Creative Direction
  - Concepts discussed and agreed upon before logo process begins
- Creation of Custom Logo includes at least 3 logo concepts
  - Creations based off of brainstorming session, logo concepts that agent agreed to see
- Up to 1 hr. of edits or revisions
- A variety of 9 PNG files are sent to agent to use as they see fit up to 1 hr.
  - Original Logo (3 Colors)
  - EPS and AI formats provided
- Add ons
  - Extra formats \$10 each (IE: JPG, PDF)
  - Extra variations of logo (color, placed into extra shape or solid background \$15 each)
  - Extra revision of logo \$30 an hour
- Social Templates
  - 8 Custom Social Templates designed in Canva
- Social Banner
  - 1 Social Banner Design up to 1 hr.
- Business Cards
  - 1 Business card design front and back up to 1 hr.
- Email Signature
  - 1 Email signature designed up to 1 hr.
- Style Guidelines Book
  - How to use colors, logos, fonts, hashtags



# NEWSLETTERS & PRESENTATIONS



## First Print or Email Design

\$150 (Design Fee)

- 30 Minute Discovery Meeting
  - Discuss Layout, Colors, Brand, and Section Ideas
- 6-8 Custom Designed Newsletter sections
- Up to 2 Hours spent on design
  - \$50/Hour for extra content and revisions

## Repeat Print or Email Design

\$50 per newsletter after first design

- \$50/Hour for extra content and revisions



## ONE Time Custom Listing or Buying Presentation

\$150 (Design Fee)

- 30 minute meeting to discuss what the agent would like to include in the presentation
- Up to 20 Custom Slides based on an agent's brand or using the ROGC presentation templates
- Up to 2 Hours spent on design
  - \$50/Hour for extra content and revisions

# JUST GETTING STARTED?

We recommend this package for new and experienced agents looking to get their marketing systems in place.

## Marketing Quickstart

\$200

- Straightforward marketing plan customized to your business
  - Target Demographic
  - Business objectives
  - Marketing Focus
  - Marketing Goals
  - Marketing and Social Content Strategy
  - Key Actions
- 20 minutes a week access to the marketing department to consult on business needs for two months
- Help with setting up profiles (Instagram, Facebook Business, LinkedIn, Google My Business, Realtor.com, Zillow, and Homes.com)
  - Choose which type of instagram profile is best for you
  - Choose a profile picture
  - Set a bio
  - Upload a social banner
  - Connect Instagram and Facebook through Meta Business Suite
- OR If your social profiles are already set up
  - Quick audit of how everything looks
  - Is your profile picture professional? Should anything be added to your bio?
  - Connect Instagram and Facebook through Meta Business Suite
  - Assist with any additional social platforms that need to be set up
- Consult on the following topics:
  - Social Media, SEO, Website, Events, and Branding

**Book a Meeting**

# VIDEO PACKAGES

## AGENT SPOTLIGHT VIDEO

\$149

- Get to know "Agent Name"
- A 1 Minute or less trending Reel highlighting the agent's personality and expertise
- Designed for Instagram, Facebook, TikTok, and YouTube
- Includes trending music, effects, and transitions
- Filmed with Phone or Professional Camera, optimized for mobile viewing

## SHORT PROPERTY HIGHLIGHT REEL

\$249

- Overview of the property and agent introduction
- Short, engaging video for Instagram, Facebook, TikTok, and YouTube
- Includes trending music, effects, and transitions
- Filmed with Phone + Stabilizer
- Video Length: Up to 1 minute
- 2 Reels optimized for social media platforms
- Includes basic logo and contact info overlay
- 1 Hour of Filming + 1 Hour of Editing

## FULL PROPERTY TOUR VIDEO

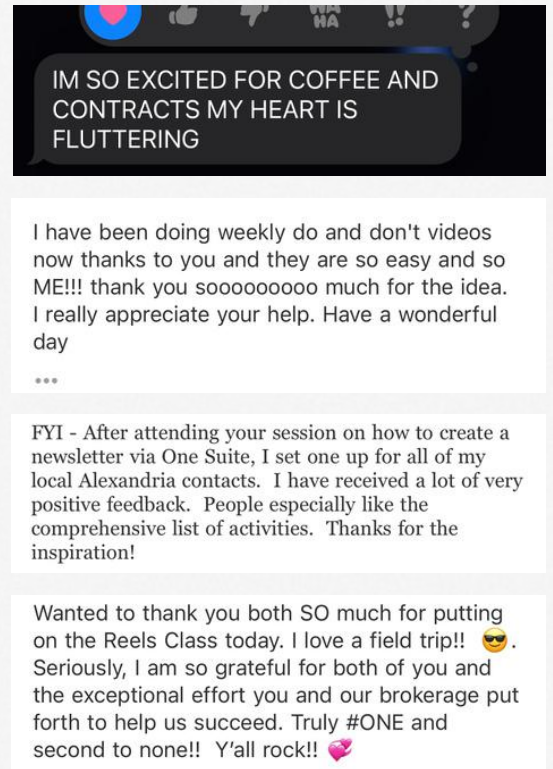
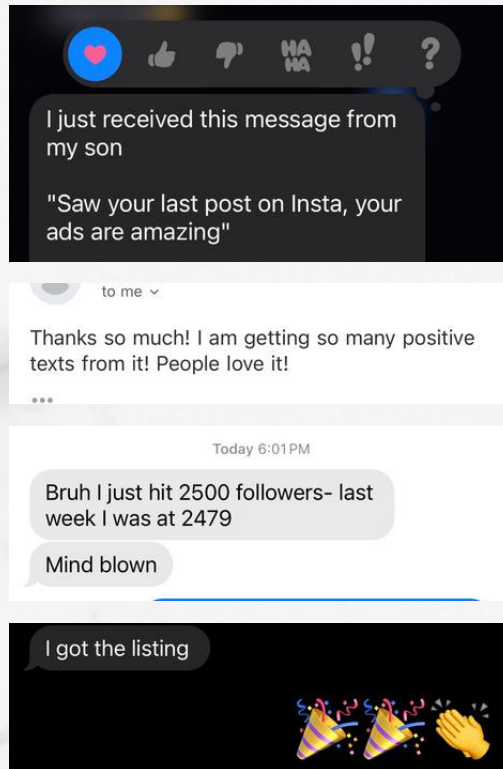
\$449

- Overview of the property with agent introduction
- HD Video optimized for online viewing and social media
- Includes music, effects, color correction, logo, and contact info
- Filmed with DSLR Camera + Stabilizer
- Video Length up to two minutes
- 2 Reels optimized for Instagram and Facebook
- Drone Footage Included
- Unbranded Video for MLS Included
- Advertisement Setup for Facebook and Instagram
- Up to 2 Hours of Filming + 2 Hours of Editing

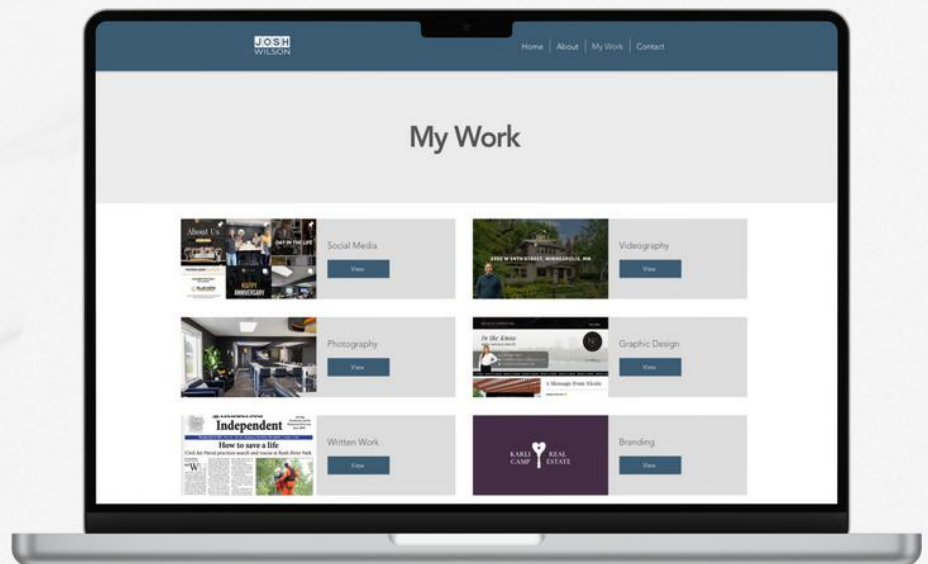


[View Previous Listing Videos](#)

### WHAT AGENTS HAVE SAID:



### VIEW MY PORTFOLIO:



[JOSH WILSON.COM/PORTFOLIO](https://joshwilson.com/portfolio)



# LET'S COLLABORATE!



[Marketing@rogchoice.com](mailto:Marketing@rogchoice.com)



[onerogc.com/marketing](http://onerogc.com/marketing)



651.280.7264

[Submit a Marketing Request](#)

[Book a Meeting](#)

**JOSH WILSON**  
MARKETING COORDINATOR

