



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 background graphic featuring a white crumpled paper texture on the left and right sides, and a thin gold curved line on the right side. The URL is centered in the white space.

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

Professional Listing Video

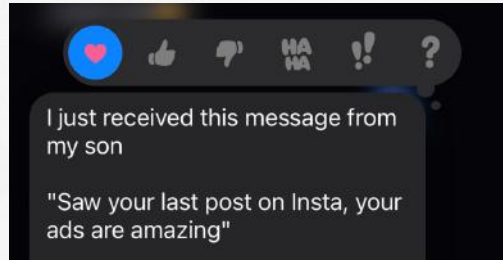
\$300

- 2 Reels filmed and edited
- 1 Professional Video and Thumbnail Design
 - Video will be 2 minutes or less
- Advertisement Set Up for Facebook and Instagram
- Drone Footage in Video
- Up to 2 Hours of Filming
- Up to 2 Hours of Editing
- \$40/Hour for extra footage, filming, and editing time

[View Past Videos](#)



WHAT AGENTS HAVE SAID:



to me ▾

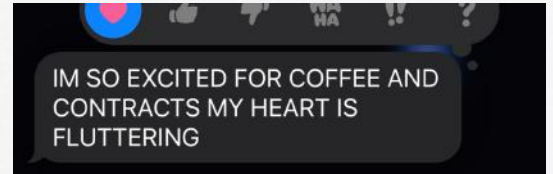
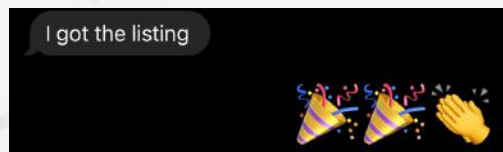
Thanks so much! I am getting so many positive texts from it! People love it!

...

Today 6:01 PM

Bruh I just hit 2500 followers- last week I was at 2479

Mind blown



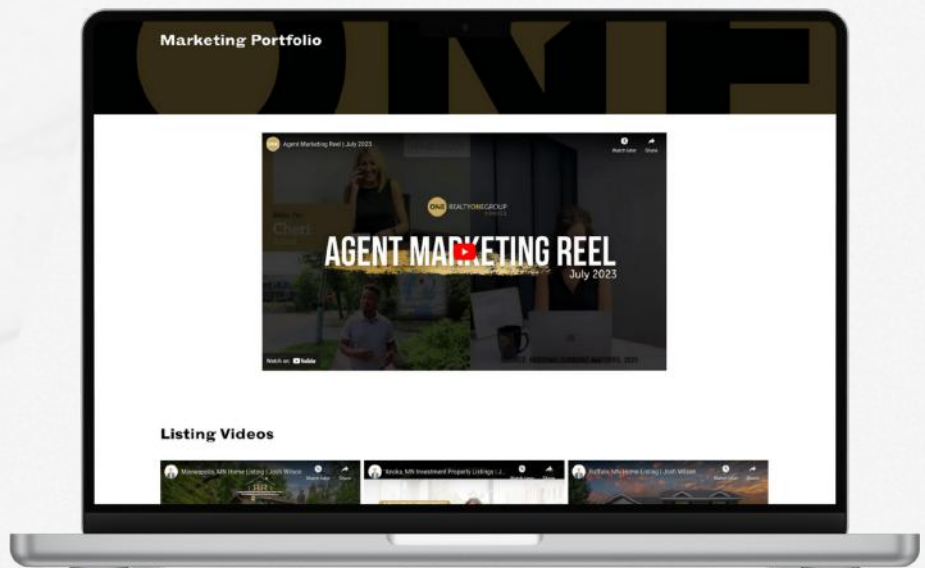
I have been doing weekly do and don't videos now thanks to you and they are so easy and so ME!!! thank you soooooo much for the idea. I really appreciate your help. Have a wonderful day

...

FYI - After attending your session on how to create a newsletter via One Suite, I set one up for all of my local Alexandria contacts. I have received a lot of very positive feedback. People especially like the comprehensive list of activities. Thanks for the inspiration!

Wanted to thank you both SO much for putting on the Reels Class today. I love a field trip!! 😎. Seriously, I am so grateful for both of you and the exceptional effort you and our brokerage put forth to help us succeed. Truly #ONE and second to none!! Y'all rock!! 💕

VIEW MY PORTFOLIO:



[ONEROGC.COM/PORTFOLIO](https://onero.gc.com/portfolio)



LET'S COLLABORATE!



Marketing@rogchoice.com



onerogc.com/marketing



651.280.7264

[Submit a Marketing Request](#)

[Book a Meeting](#)

JOSH WILSON
MARKETING COORDINATOR

