

# 2023 Real Estate Marketing Calendar & Playbook

A large, stylized graphic of the year '2023'. The '20' is in a light orange color, and the '23' is in a darker orange color. The numbers are set against a background of diagonal blue lines that create a sense of depth and movement.

2023

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**Hey Dear Friend,**

When it comes to marketing, this adage is particularly true:

“If you fail to plan, then you’re planning to fail.”

That’s why I created this 2023 Real Estate Marketing Calendar & Playbook to keep you focused on a marketing plan throughout the year. Each month contains a suggested marketing focus and opportunities to promote yourself as the go-to agent in your area. In addition, we included a couple of dozen templates you can customize and use for your marketing.

**Because I once tweeted:**



While there are a lot of marketing channels to use in your strategy, remember that consistency is KEY. Create systems to see long-term results. And only start what you can commit to staying consistent with throughout 2023. This Marketing Calendar & Playbook was designed to help you do just that.

Sincerely,

Diamond ìlòrí

# January 2023 Marketing Focus:

# Email Marketing

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This year, choose which channels you want to commit to throughout 2023. I recommend kicking off the year with email because the return on investment (ROI) is often higher than any other channel. Also, what's the point of generating leads if you don't warm them up? Email is great for that.

Start off by cleaning up your customer relationship manager's (CRM's) data and setting up drip campaigns. If you have the bandwidth, also commit to a consistent email newsletter strategy. Share your perspective about the opportunities you see in 2023 in your local market. This content can be repurposed on social media and on your blog.

## January Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

Jan 1: New Year's Day *#newyearsday*

Jan 4: National Trivia Day *#nationaltriviaday*

- [Click here for Real Estate Statistics you can download and post](#)

Jan 9: Clean Your Desk Day *#cleanyourdeskday*

- Share a fun photo of your work desk

Jan 13: Friday the 13th *#fridaythe13th*

- Share a fun superstition or tips on how to avoid buying, renting or managing a haunted house

Jan 16: Martin Luther King Jr. Day *#mlkday*

Jan 21: National Hugging Day *#nationalhuggingday*

- Awkward team photo, anyone?

Jan 24: National Compliment Day *#nationalcompliment*

- What business can you give a shout-out to in your newsletter or on social media?

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #1](#)
- [Tip Tuesday #2](#)
- [Seller Saturday #1](#)

# February 2023 Marketing Focus:

# Facebook & Instagram

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After cleaning up your CRM in January, now is the time to expand your marketing efforts to another channel. We recommend social media. Specifically, Facebook and Instagram.

Clean up your Instagram bio. Choose a brand-new Facebook Cover Photo. And simplify your life by choosing three topics you want to post about consistently in 2023. Real estate is one. What else defines you? Your pets? Your family? Your love for running? Commit to these topics on social media. Bonus points if you use hashtags on Instagram to help you get discovered.

If you want to REALLY make your life easier, check out [Agent Crate](#). They create topical content for you every month.

## Free Social Media Resources:

- [147 Real Estate Social Media Post Ideas for 2023 \(+ Viral Examples\)](#)
- [29 Best Real Estate Social Media Templates for Facebook & Instagram](#)
- [11 Awesome Real Estate Facebook Cover Photo Examples \(+ Templates\)](#)
- [20 Gorgeous Instagram Bio Examples for Real Estate Agents \(+ Template & Tips\)](#)
- [100+ Real Estate Hashtags for Instagram, Twitter, and More](#)

## February Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

Feb 1: The start of Black History Month *#blackhistorymonth*

- What Black-owned local businesses can you support as a customer this month?

Feb 2: Groundhog Day *#groundhogday*

- [Agent Crate](#) is great at coming up with content for seasonal holidays.

Feb 9: National Pizza Day *#nationalpizzaday*

- Today is the day to post something cheesy (pun totally intended).

Feb 13: Galentine's Day *#galentinesday*

- Summon your fellow gal pals who make everyone comment "squad goals."

Feb 14: Valentine's Day *#valentinesday*

- Single? No worries. You can still express your love for things like interest rates finally lowering (fingers crossed).

Feb 17: Random Acts of Kindness Day *#randomactsofkindnessday*

- How can you make someone else's day better?

Feb 20: Love Your Pet Day *#loveyourpetday*

Feb 21: Mardi Gras *#mardigras*

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #3](#)
- [Tip Tuesday #4](#)
- [Seller Saturday #2](#)

**March 2023 Marketing Focus:**

# **Referral Marketing**

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The busy season is about to ramp up. That's why I suggest that you now rev up your referral marketing. After all, referrals are the #1 way most agents get new clients.

Stay in touch with your sphere of influence in an authentic way. Build more social proof as an agent by asking for testimonials and reviews. And revisit your CRM to make sure you have the best emails possible to drive referrals and repeat business.

## Free Referral Marketing Resources:

- [7 Savvy Ways to Generate More Real Estate Referrals](#)
- [6 Emails to Send to Clients to Drive Repeat & Referral Business](#)
- [9 Tips to Earn More Reviews & Help Build Referrals & Repeat Clients](#)
- [14 Real Estate Testimonial Examples to Inspire Your Referral Marketing](#)
- [FREE Real Estate Referral Network: NuOp](#)

## March Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

March 1: The start of Women's History Month *#womenshistorymonth*

- Celebrate the contributions women in real estate have made in our industry.

March 2: National Unplugging Day *#nationalunpluggingday*

- Promote a listing you have that would be the perfect place to unplug.

March 8: International Women's Day *#WomensDay*

March 13: Daylight Savings *#daylightsavingtime*

- A great time to play "If I Could Turn Back Time" by Cher.

March 17: St. Patrick's Day *#stpatricksday*

- If you're Irish, now is your time to shine.

March 20: First Day of Spring *#firstdayofspring*

- Warmer days! Open house season! Spring cleaning! So many things that make us use an exclamation point indiscriminately!

March 23: National Puppy Day *#nationalpuppyday*

- Is your dog grown up now? Worry not. This year, #nationalpuppyday is on a #throwbackthursday. Post those cute puppy photos already!

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #4](#)
- [Tip Tuesday #5](#)
- [Seller Saturday #3](#)

**April 2023 Marketing Focus:**

# **Open House Marketing & Farming**

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With warmer weather comes open house season. Now is the time to invest in your open house marketing and branding.

It's also the season to get out and start farming your area. Start looking into prospecting opportunities like circle prospecting to generate as many leads as possible.

If you're a new agent, you're probably working as a buyer's agent. Make sure your Buyer's Presentation is on point. Also, prepare yourself for when the opportunity to list arrives. We recommend leveling up your comparative market analysis (CMA) skills now. After all, the reason that you're farming your area is because you want to become the go-to agent in your area.

### Free Open House Resources:

- [5 Free Open House Sign-in Sheets to Try This Weekend \(+ PDF Template\)](#)
- [The Open House Checklist Top Agents Use for a Stress-free Day \(PDF\)](#)
- [The 9 Best Open House Follow-up Email Templates of 2022 \(+ Writing Tips\)](#)
- [13 Open House Flyer Templates That Get Leads \(Free & Paid Examples\)](#)

### Free Farming Resources:

- [Real Estate Farming: How to Become the Go-to Agent in Your Neighborhood in 2023](#)
- [7 Circle Prospecting Tips & Scripts for 2023 \(+ Case Study\)](#)
- [BONUS: How to Do a Comparative Market Analysis: A Step-by-Step Guide](#)
- [BONUS: This Buyer Presentation Converts Leads to Clients in 15 Minutes](#)

### April Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

April 1: April Fool's Day *#aprilfools*

- Don't be that person, though.

April 6: Passover *#passover*

April 9: Easter *#easter*

April 10: National Siblings Day *#nationalsiblingsday*

- The more awkward your childhood photo is, the better.

April 11: National Pet Day *#nationalpetday*

- Yet another excuse to share a photo of your adorably furry family member.

April 20: National Look-Alike Day *#NationalLookAlikeDay*

- Gather your favorite doppelgänger for a photo op.

April 22: Earth Day *#earthday*

- If you're interested in NAR's Green Designation, now is the day to go for it.

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #6](#)
- [Tip Tuesday #7](#)
- [Seller Saturday #4](#)

# May 2023 Marketing Focus:

# Print Marketing & Branding

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While you did a lot of print marketing around your open houses in April, there are many other opportunities to get your branding seen in the physical world.

Even if you're a new agent and haven't sold anything yet, you can still send out postcards that show your farm that your office just sold or listed. Plus, take a look at your signage. Whether it's your rider, bandit, or sold signs, ask yourself this: "Is it consistent with my branding?"

Lastly, now is also a great time to revisit the branding of your CMAs and Buyer's Presentation. Is your marketing cohesive? Take an inventory before the summer officially starts.

## Free Print Marketing + Branding Resources:

- [Real Estate Branding: How to Build Your Brand \(+ Case Studies\)](#)
- [19 Real Estate Signs to Inspire Your Marketing & Branding](#)
- [9 Gorgeous Real Estate Sold Signs That Will Level Up Your Referral Business](#)
- [26 Real Estate Brochure Templates That Will Make You More Money](#)
- [Top 19 Real Estate Postcard Templates That Actually Work](#)
- [27 Real Estate Flyer Templates You Can Use to Boost Your GCI](#)

## May Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

May 3: National Teacher Appreciation Day *#ThankATeacher*

- How can you support your local teachers? If you contact your farm's local schools, they will have some ideas!

May 5: Cinco de Mayo *#cincodemayo*

May 14: Mother's Day (USA) *#mothersday* Target clients from the USA.

May 15: International Day of Families *#familyday*

- Have any listings that are \*perfect\* for a budding family?

May 30: Memorial Day *#memorialday*

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #9](#)
- [Tip Tuesday #10](#)
- [Seller Saturday #5](#)

# June 2023 Marketing Focus:

# CRM +

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# Prospecting



If you've made some sales this year, add testimonials to your email marketing drip campaigns. We also recommend you clean up your CRM and SMS messaging in the mix.

And if you have barely touched your CRM so far this year, consider getting a new one that you enjoy using. Once your CRM is in order, provide your list with a mid-year market update. What do you see as the trends in your area? How has the market shifted? What are your top recommendations for buyers, sellers, and prospects currently?

Speaking of prospects, we recommend that you focus on prospecting as you clean out the data in your CRM. Yes, it can be a little old-school to hit the phones or send letters. But sometimes old-school methods are still around because they work.

## Email & SMS Resources for Your CRM:

- [11 Best Real Estate Text Message Scripts for Agents Who Don't Like Calling Leads](#)
- [My 6-Day New Lead Text Messaging Campaign + Agent Texting Scripts](#)
- [The Best Real Estate CRM for 2023: In-depth Reviews & Pricing](#)

## Bonus Prospecting Resources:

- [15 Clever Real Estate Prospecting Ideas to Boost Your GCI](#)
- [The 19 Best Real Estate Prospecting Letter Templates for 2023](#)

## June Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

June 1: The start of Pride Month *#pridemonth*

- How can you show your support to the LGBTQ community this month?

June 2: National Donut Day *#nationaldonutday*

- Now is your time to get your Homer Simpson on.

June 8: World Oceans Day *#worldoceansday*

June 8: Best Friends Day *#bestfriendsday*

- What's your best friend as a real estate agent? Something tells us we won't see you taking a photo with a lockbox today.

June 14: World Blood Donor Day *#giveblood*

- Did you know you can save up to two to three people's lives when you donate blood? Remind your community to take care of each other.

June 18: Father's Day (USA) *#fathersday*

June 19: Juneteenth *#juneteenth*

June 21: First Day of Summer *#firstdayofsummer*

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #11](#)
- [Tip Tuesday #12](#)
- [Seller Saturday #6](#)

# July 2023 Marketing Focus: Video Marketing

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Here's an uncomfortable truth to many agents: video marketing is now a critical part of social media and online marketing. In fact, video has taken over the online marketing landscape. And it makes sense why this is especially true for agents: Prospects want to get to know you before working with you AND they want to see you flex your marketing muscles online.

Even if you don't want to appear in videos, you can start by making listing videos with tools like [Animoto](#) or [Canva](#). Want to have templates created for you? [Coffee & Contracts](#) also offers video templates you can use every single month for Instagram and Facebook.

If you want to really commit to video marketing (and are OK with appearing in front of the camera), Parkbench has a [Video Mastery Program](#) that comes with an entire system that they guarantee will get you a 5x ROI if you follow it to a T.

### Video Marketing Resources:

- [21 Real Estate Videos Top Agents Use to Generate & Nurture Leads](#)
- [Video Marketing Planning PDF Starter Guide](#)

### Video Marketing Companies:

- [Parkbench's Video Marketing Mastery Program](#)
- [Coffee & Contracts](#)
- [Animoto \(free trial\)](#)
- [Canva](#)

### July Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

July 2: World UFO Day *#worldufoday*

- The truth is out there (as are a lot of memes from The X-Files).

July 4: Fourth of July *#independenceday*

July 7: World Chocolate Day *#worldchocolateday*

- This is one pop-by that your sphere will enjoy.

July 15: Give Something Away Day *#GiveSomethingAwayDay*

- This day is especially important for sellers who are about to have their listing photos taken.

July 20: Get to Know Your Customers Day *#GetToKnowYourCustomersDay*

- Has there ever been a better excuse to promote a testimonial?

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #13](#)
- [Tip Tuesday #14](#)
- [Seller Saturday #7](#)

# August 2023 Marketing Focus: Networking & PR

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It's the end of the summer, and now is as good a time as any to focus on how you will network and level up your reputation as an agent during the few months left of the year.

Join local networking communities. Get extra business cards. Throw your own events. And learn how to actually get mentioned by the local press or mentioned by other agents in their social media posts. (And make sure you include "As Seen In" images to all your marketing when you land a great press mention.) Remember: Marketing is what you say about yourself. PR is what others say about you.

Get out in your local community and give the people in your community and the press reasons to talk about you. That's how you become a trusted and known agent in your community.

## Networking & PR Resources to Grow Your Sphere:

- [5 PR Strategies Any Agent Can Use to Get Free Press in 2023](#)
- [The Best & Worst Real Estate Business Cards of 2023](#)
- [7 Tips for Building Your Sphere of Influence in Real Estate \(+ Script\)](#)
- [How Parkbench Drives Community Connection & Generates Leads](#)

## August Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

August 4: International Beer Day *#InternationalBeerDay*

- Here's the perfect excuse to throw an event to grow your sphere and keep in touch with past clients.

August 8: International Cat Day *#InternationalCatDay*

August 9: National Book Lovers Day *#NationalBookLoversDay*

- What business or real estate book has transformed your life?

August 15: National Relaxation Day *#NationalRelaxationDay*

- Partner with a spa to throw an event. Or simply go yourself to get a break.

August 16: National Tell a Joke Day *#NationalTellAJokeDay*

- [Coffee & Contracts](#) has hilarious memes from The Broke Agent that you can share today (or any day, really).
- Want some free memes to share? We got you. [Download our free real estate memes.](#)

August 26: National Dog Day *#NationalDogDay*

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #15](#)
- [Tip Tuesday #16](#)
- [Seller Saturday #8](#)

# September 2023 Marketing Focus: Website & SEO

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For many agents, their website is a parking lot for their brand—it just sits there and doesn't do much for them. However, your website can actually generate leads. In fact, search engine optimization (SEO) can help you come up when your prospects are making hyper-local Google searches right before they decide to list or buy.

I know A LOT about SEO. In fact, that's where most of my traffic comes from. SEO traffic is often deemed by marketers as "high-intent traffic" because people are Googling specific things, they want an answer to. If the question they have is "is now the best time to sell a home in (enter farm area here)?" then you want to show up as a top result! That's why I have some resources below that will help you rank in Google and attract customers.

## Real Estate Website & SEO Resources:

- [The 6 Best Real Estate Website Builders of 2023](#)
- [The 5 Best Real Estate Lead Generation Websites in 2023](#)
- [Real Estate SEO: The Ultimate Guide for 2023 \(9 Steps to Better Ranking\)](#)
- [The 77 Best Real Estate Keywords of 2023 \(+ How to Use Them & Find More\)](#)
- [5 Clever Real Estate Landing Pages That Actually Convert](#)

## September Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

Sept 4: Labor Day #LaborDay

Sept 11: 9/11 #911Day

Sept 12: National Day of Encouragement #DayOfEncouragement

- Here's a great excuse to send letters or messages to people in your sphere who you think are making an impact in your community.

Sept 22: Car-Free Day #CarFreeDay

- Not sure this holiday is feasible for our industry. But we'd like to see a TikTok video of agents trying!

Sept 23: [First Day of Fall](#) #FirstDayofAutumn

- Fall is arguably the most Instagram-worthy season. Get your photo ops ready.

Sept 26: National Pancake Day #NationalPancakeDay

Sept 28: National Good Neighbor Day #GoodNeighborDay

- Channel your Mr. Rogers and do some good in your neighborhood today.

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #17](#)
- [Tip Tuesday #18](#)
- [Seller Saturday #9](#)

# October 2023 Marketing Focus:

# Holiday

# Marketing

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# Planning



Before you know it, holidays and family time will be upon you. Get ahead of it by planning your seasonal marketing.

Q4 offers a lot of opportunities to get out there in your community. Whether it's print marketing, event marketing, or standout social media posts, you can have a leg up over other agents in your farm if you use these seasonal moments to your advantage.

We have a few articles that have marketing ideas for the biggest holidays in the fourth quarter. Check them out and plan accordingly. We also included a few free Halloween and autumn door hanger templates below that you can print and use for your seasonal farming efforts.

## Seasonal Marketing Resources:

- [11 Awesome Halloween Real Estate Marketing Ideas for 2023 \(+ Templates\)](#)
- [Free Halloween Door Hanger Canva Templates](#)
- [12 Thanksgiving Real Estate Marketing Ideas \(+ Templates\)](#)
- [Free Autumn Door Hanger Canva Templates](#)
- [17 Christmas Marketing Ideas to Get New Clients](#)

## October Holidays + Hashtags

Inspiration for your marketing content. (Yellow = a template you can download.)

Oct 1: International Coffee Day *#InternationalCoffeeDay*

- Kick off the holiday season with some Starbucks gift cards for your most loyal clients.

Oct 4: National Taco Day *#NationalTacoDay*

- If you want to throw an event before the holidays officially kick off, may we suggest a taco party?

Oct 9: Fire Prevention Day (part of Fire Prevention Week) *#FirePreventionWeek*

- As agents, we have an opportunity to pass along life-saving information to prospects and clients. Fire Prevention Week is one such opportunity.

Oct 10: World Mental Health Day *#WorldMentalHeathDay*

Oct 11: National Coming Out Day *#NationalComingoutDay*

Oct 13: Friday the 13th *#Fridaythe13th*

- If you're a horror nerd, then you know today is all about Jason Voorhees.

Oct 14: National Dessert Day *#DessertDay*

Oct 30: Checklist Day *#ChecklistDay*

- Send out this House Hunting Checklist to prospects in your CRM.

Oct 31: Halloween *#Halloween*

- [Halloween Template](#)

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #19](#)
- [Tip Tuesday #20](#)
- [Seller Saturday #10](#)

# November 2023 Marketing Focus: Seasonal Referral Marketing

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'Tis the season to keep in touch with your sphere. Send thank-you notes, order seasonal pop-bys, and even consider throwing an event.

People are taking time off from work to be around their family. That's why it's key during this season to do things that make you stand out as a person first (and an agent second).

Grow your sphere by being thoughtful and considerate. And show your gratitude for the clients who have trusted you so far. After all, what you appreciate, appreciates.

### **Free Resources for Seasonal Referral Marketing:**

- [17 Clever Real Estate Pop-by Ideas to Get More Referrals in 2023](#)
- [10 Unique Client Appreciation Event Ideas](#)
- [9 Real Estate Thank-you Notes That Create Clients for Life \(Templates\)](#)

### **Companies to Help Your Referral Marketing:**

- [Addressable: Personable, handwritten cards that get you listings](#)
- [Client Giant: Automated gifts and experiences](#)

### **November Holidays + Hashtags**

Inspiration for your marketing content. (Yellow = a template you can download.)

Nov 1: National Stress Awareness Day *#StressAwarenessDay*

- What info can you give prospects that will make their life less stressful?

Nov 4: National Candy Day *#NationalCandyDay*

- Candy makes for great pop-bys.

Nov 6: Daylight Savings Time Ends *#FallBack*

Nov 11: Veterans Day *#VeteransDay*

Nov 13: World Kindness Day *#WKD*

- How can you pay it forward in your community?

Nov 15: America Recycles Day *#BeRecycled*

- Here's a newsletter idea: letting your community know the best spots for recycling things like batteries.

Nov 24: Thanksgiving Day *#Thanksgiving*

- [Thanksgiving Template](#)

Nov 25: Small Business Saturday *#ShopSmall*

- Support the fellow entrepreneurs in your neighborhood. And consider partnering with them for an event!

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #21](#)
- [Tip Tuesday #22](#)
- [Seller Saturday #11](#)

# December 2023 Marketing Focus: Content Marketing

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Content marketing can help your SEO and website efforts tremendously. And when you do content marketing well, it can also position you as the local expert.

In our opinion, there is no better time to start giving your perspective on your local market (and the real estate market at large) than at the end of the year. People become inherently forward-looking at the end of the year. Offer what you think will be the best move for buyers and sellers in 2024.

To help you get started, I included a Canva Template about the housing market that you can use. We also have tons of other resources that will help you look like the expert you are during this final stretch. We also included companies that make great content for agents to post.

### **Content Marketing Resources:**

- [House Marketing Infographic Canva Template](#)
- [80 Viral Real Estate Blog Ideas for 2023 \(+ Examples & Expert Tips\)](#)
- [BONUS: Free Christmas Card Canva Templates](#)

### **Content Marketing Companies:**

- [Keeping Current Matters](#)
  - Charts about today's market that you'll want to share with your sphere.
- [Coffee & Contracts](#)
  - On top of social media marketing, Coffee & Contracts offers a lot of content you can give to your sphere. We're talking checklists, tip lists, and more.

### **December Holidays + Hashtags**

Inspiration for your marketing content. (Yellow = a template you can download.)

Dec 3: International Day of Persons with Disabilities *#IDPWD*

Dec 4: National Cookie Day *#NationalCookieDay*

- Prepare for the holidays by getting a head start on eating all the cookies. Unless you're able to get them in the hands of your sphere first while doing pop-bys.

Dec 9: National Salesperson Day *#SalespersonDay*

- That's right ... we get our own holiday! At the very least, celebrate yourself today.

Dec 21: First Day of Winter *#FirstDayofWinter*

- [First Day of Winter Template](#)

Dec 24: Christmas Eve *#ChristmasEve*

Dec 25: Christmas Day *#Christmas*

- [Christmas Template](#)

Dec 31: New Year's Eve *#NewYearsEve*

Bonus: 3 Templates for Facebook, Instagram, and/or your email newsletter

- [Tip Tuesday #23](#)
- [Tip Tuesday #24](#)
- [Seller Saturday #12](#)

# Appendix: Free Templates

## Social Media Templates & Posts:

- [24 Tip Tuesday Instagram + Facebook Posts](#)

Post twice a month (or make more and post more frequently). Add your headshot and website or Instagram handle.

- [12 Seller Saturday Instagram + Facebook Posts](#)

Post one a month (or make more and post more frequently). Add your headshot and website or Instagram handle.

- [Real Estate Statistics to share on social](#)
- [Funny Real Estate Memes](#)
- [Facebook Cover Photo Templates](#)
- [Housing Market Infographic Canva Template](#)

Add the stats and info about your local market in Canva and share away!

## Print Marketing Templates:

- [Halloween Door Hanger Templates](#)
- [Autumn Halloween Door Hanger Templates](#)
- [Winter Door Hanger Templates](#)
- [Christmas Card Templates](#)
  
- [Brochure Templates - New Listing](#)
- [Brochure Templates - New Luxury Listing](#)
  
- [Flyer Templates - For Sale](#)
- [Flyer Templates - Neighborhood Specialist](#)

## Email & SMS Marketing Templates:

- [Updated 21 Email Templates](#)
- [Referral Email Templates](#)
- [6-Day Text Lead Campaign](#)
- [Client Review Solicitation Templates](#)

## Open Marketing Templates:

- [Open House Sign-In Template #1](#)
- [Open House Sign-in Template #2](#)
- [Open House Sign-In Template #3](#)
- [Open House Sign-In Template #4](#)
- [Open House Sign-In Template #5](#)
- [Open House Follow-up Email Templates](#)
- [Flyer Templates - Open House](#)
- [Brochure Templates - Open House](#)

## Resources for Listing Agents:

- [Listing Agent Mistakes Checklist](#)
- [Listing Marketing Plan Checklist](#)
- [Comparative Market Analysis Guide](#)
- [CMA Template](#)

## Resources to Give Your Buyers:

- [Buyer Questionnaire](#)
- [Homebuyer Checklist](#)
- [Mortgage Pre-Approval Checklist](#)

## MISC Templates & Downloads:

- [7 Real Estate Thank You Note Templates](#)
- [723 Descriptive Words to Sell Real Estate Homes](#)
- [15-Minute Buyer Presentation](#)


Source: THE CLOSE, PROPERTY MONITOR.


### **Diamond Ilori**


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The Property

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