

# YOUR **ONE-STOP** **MARKETING** SHOP!

As the housing market heats up, so does the competition amongst real estate agents. New professionals enter the market every day, so it's important your name stands out. You want your current and future clients to know who to call (and refer!) when they need an agent.

Make sure your name is the first one they think of when they hear anything about real estate! The simplest way to stay top of mind is to market yourself. Showcase your wisdom, expertise and, above all, your customer service. Providing value and consistently building on your relationships is going to pay off down the road. Start now, with a marketing plan that is going to set you up for success!

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**“In order for your business to thrive, you need to exceed your customer’s expectations — not merely meet them.”**

-Brian Buffini,  
Founder and Chairman,  
Buffini & Company

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## **MAKE IT EASY!**

Marketing doesn't have to be hard or time consuming! Create a multichannel marketing plan which includes direct mail, social media, in-person visits and email marketing to help get your name out there. You need several different ways you can contact and provide value to your clients throughout the month. The key here is to make it easy. Keep the information you need in one database so that you know exactly what to send.



## **SAVE TIME**

It's no secret that mailing marketing materials can be time consuming. Instead of using time to research, design, print and mail your own marketing materials, consider having professional marketing materials designed and mailed on your behalf. This tip is a game changer for finding extra time in the day to do the things you love.



## **STAND OUT**

Now that you have built your relationships and are nourishing them monthly, it's time to step it up a notch with personalization. Customizing your marketing materials allows you to showcase your unique style and makes it easy for your clients (and future clients) to get in touch with you. Not only do they have an agent they can trust, but they know exactly who they'll be referring every time.



# DOES YOUR MARKETING PLAN INCLUDE ALL OF THIS?

## Professionally-Designed Marketing Materials:

- Monthly marketing flyer** to stay top of mind.
- Digital marketing email** that complements the marketing flyer.
- Notecards** for personal messages.
- Tags** for special little gifts you deliver in person (or virtually).

## Personalized Marketing Materials:

- Includes your name, picture and company logo.
- Choice of either a feature listing or a coupon for a local business partner on the back.

## Mailing Service:

- Marketing materials are shipped directly to your relationships on your behalf.

**“If you’re not standing out, you’re blending in.”**

-Joe Niego,  
America’s Best  
Listing Agent

**“If you believe business is built on relationships, make building them your business.”**

-Scott Stratten,  
Co-Owner,  
UnMarketing Inc.

**“Own your business, instead of being owned by your business.”**

-Brian Buffini,  
Founder and Chairman,  
Buffini & Company

**Referral Master®PRO** can help you build a steady stream of leads and income. Schedule a free business consultation to explore how you can take your personalized marketing strategy to the next level. Sign up today: [buffiniandcompany.com/bc](http://buffiniandcompany.com/bc)



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