

# Save Time. Outsource Your Marketing.

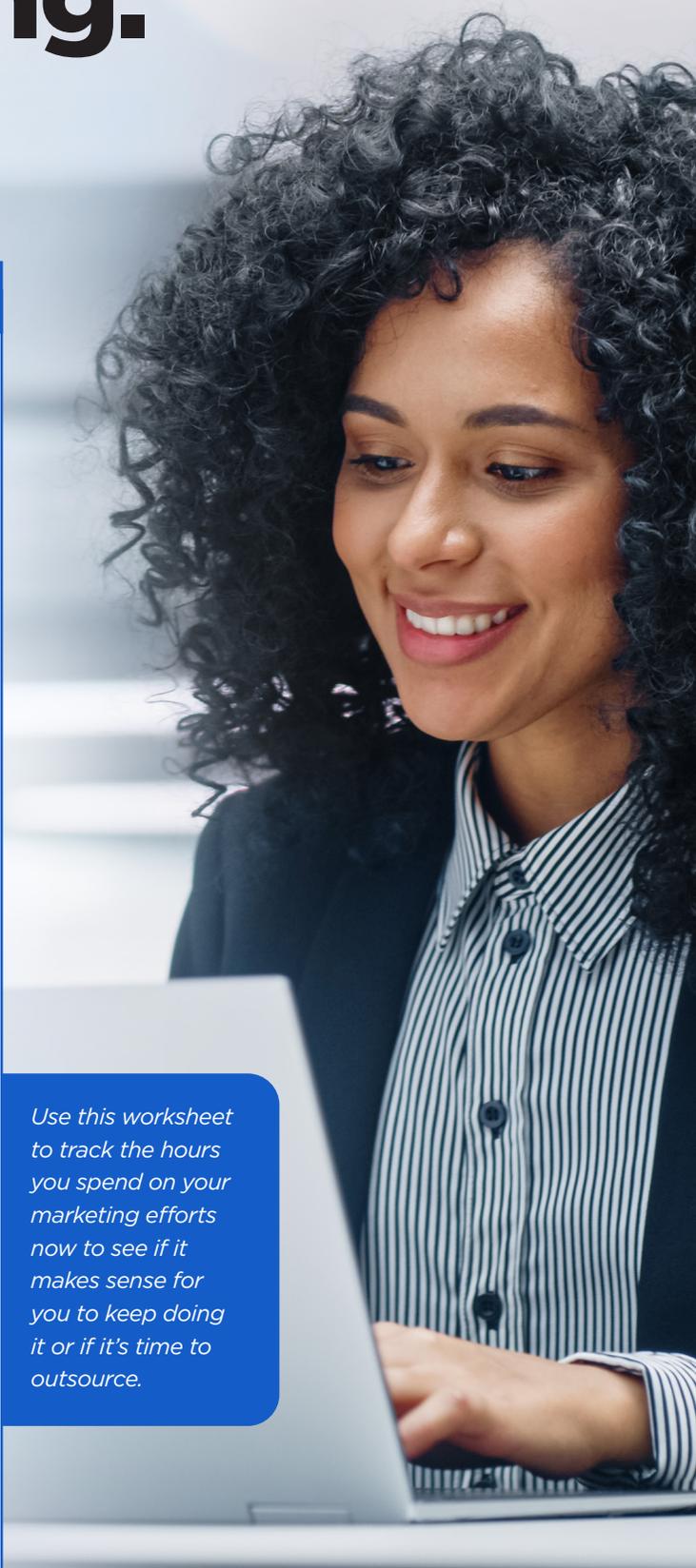
Real estate agents wear a lot of hats, including marketing. When the return on investment of your time is low, consider outsourcing your marketing.

Hours	Marketing Task
_____	Define your target audience.
_____	Craft the message you want to share with them.
_____	Choose a free or paid design tool to create your marketing piece.
_____	Choose or designing graphics.
_____	Design and edit your marketing collateral.
_____	Choose a printing vendor, send your file and pick up your finished product.
_____	Re-design and reprint your file because oops, you missed a typo!
_____	Write and design cover letters.
_____	Create your mailing lists.
_____	Print labels and put them on envelopes.
_____	Run out for supplies like envelopes, and printer ink cartridges.
_____	Stuff envelopes with marketing pieces and make sure the addresses match.
_____	Reprint labels and letters. (There is always some snafu getting them set up perfectly!)
_____	Mail marketing pieces. Include time it takes to go to the post office, stand in line and drive home.
_____	Follow up on your mailing with an email.
_____	<b>Total Hours</b>

Add the hours you put into this campaign and multiply it by your hourly rate\* to see if it's a good investment of your time.

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

**Total Hours**                      **Your "Hourly Rate"**                      **Total**



Use this worksheet to track the hours you spend on your marketing efforts now to see if it makes sense for you to keep doing it or if it's time to outsource.

\*We know your income and hours vary. To get a ball park hourly rate, divide your average weekly income by 40.

# Surprised by your marketing cost?

Most agents are, and this doesn't take into account hard costs such as paper, envelopes and stamps. Many brokerages have robust marketing support that can make this part of your job easier. However, if you want to simplify even more, invest in a full-service marketing solution like Buffini & Company's Referral Maker® PRO. It can save you time and money!

## We offer:

- ✓ Complimentary access to Referral Maker® CRM.
- ✓ Monthly Marketing Kit consisting of marketing mailers, notecards, stickers and more along with a digital Marketing Kit with eReports and a schedule that tells you when to send each piece.
- ✓ Your own personal Success Consultant.
- ✓ Discounts on training course and complimentary digital access to The Pathway to Mastery®—Essentials! Discounts on Buffini & Company events.
- ✓ Access to the Buffini Referral™ Network.
- ✓ Invitations to join Buffini Groups and Community.



Let our experts show you how simple it is to trust us with your marketing. **Schedule a call at [buffiniandcompany.com/bc](http://buffiniandcompany.com/bc).**