

Brand Awareness and Recruiting

These message themes should be launched once per month on a rotating basis via email and social channels. End prospect should be getting something every week. All should be well branded together.

Core Values

People are attracted to people who share the same core values. This speaks to “why” people do what they do. Four to six pieces.

Invitation

Invitation to current office event which allows for the prospect to test drive the office.



UVP's

Lead with the unique benefits of your tech stack and tools. Speak to how they will make the prospect more money or save them time. Six to twelve pieces.

Testimonials

Highlight your agents and let them tell others why they love your brokerage. Six to twelve pieces.