

2020 Real Estate
MARKETING PLANNER™

12 Months of Strategic Real Estate Marketing



STAY ORGANIZED • STAY ON TRACK • STAY TOP OF MIND

HOW TO USE YOUR REAL ESTATE MARKETING PLANNER™

The *Real Estate Marketing Planner*™ is a powerful 12-Month Guide that strategically defines what marketing to send and when to send it.

Each month **key market segments** are represented and color-coded with detailed, targeted strategies including:

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

Statistically, **66% of your business** will come from family, friends, referrals, or hand-raisers from one of these segments.

Each month of The Real Estate Marketing Planner™ includes:

- A calendar highlighting what dates to take action
- An action item list with four results-focused tasks
- A tip of the month with creative strategies to get you noticed
- Weekly goals and reminders
- Monthly observances
- A series postcard image for each market segment activity

To order postcards, newsletters, door hangers, or other marketing materials defined in *The Real Estate Marketing Planner*™, go to www.ProspectsPLUS.com/2020 and click on the 'Products' category.

For a complete "Done-For-You" marketing option that includes exclusive carrier routes, EDDM, neighborhood branding, and mega-sized marketing pieces - Watch This Video at www.DabbleorDominate.com

You can also call our support team at 1-866-405-3638. We are excited to assist you with your marketing success!

THE REAL ESTATE MARKETING PLANNER™
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From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers.

2020 REAL ESTATE BUSINESS PLAN

1. My income goal for the next 12 months: 1. _____
2. Average commission earned per closing: 2. _____
3. Number of closings required to reach my goal:
(Divide line 1 by line 2) 3. _____
4. Number of my sales required to close to hit my goal:
(Any sales contract written by you that closes) 4. _____
5. Number of my listings required to close to hit my goal:
(A listing of yours that is sold by anybody, including you) 5. _____

LISTINGS ARE THE NAME OF THE GAME:
A good listing agent's income is 75% listings sold,
25% sales.

6. Average percent of listings taken by my office that close
during the listing period: 6. _____
7. Average percent of sales contracts written by me that close: 7. _____
8. Number of sales contracts needed to write in the next 12 months:
(Divide line 4 by line 7) 8. _____
9. Appointments needed to obtain one listing: 9. _____
10. Number of contacts needed to obtain one appointment: 10. _____

OBJECTIVES:

- A. Number of new listings I will obtain in the next 12 months:
(Divide line 5 by line 6) A. _____
- B. Number of listing appointments needed annually:
(Multiply line A by line 9) B. _____
- C. Number of listing appointments needed per month:
(Divide line B by 12) C. _____
- D. Number of listing appointments per week:
(Divide line C by line 4) D. _____
- E. Number of contacts needed per week to reach my listing goal:
(Multiply line D by line 10) E. _____

JANUARY 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

ACTION ITEMS FOR JANUARY

JAN. 1st: Send *Thought About Selling?* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

JAN. 6th: Send *Did You Know* postcards from the *Expired 3-7-27 Marketing System Series - 7 Touches* to at least 100 people in your area. Need a mailing list? Call us; we can help!

JAN. 15th: Send *Community News* newsletters to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

JAN. 20th: Send *Valentine's Day* postcards from the *Holiday Series* to your Sphere of Influence.

BONUS OPPORTUNITY - JAN. 29th: Send *Thank You: Big as a House* postcards from the *Customer Appreciation Series* to at least 200 of your past clients.

TIP: Handwritten notecards create a personal touch that can't be beat. Make it a practice to write and send at least one a day. Order a stack of our Real Estate Notecards and add this referral-attracting habit to your to-do list as well.

CAMPAIGN LEGEND

-  Get More Listings
-  Niche Marketing*
-  Geographic Farming
-  Sphere of Influence
-  Customer Appreciation

OBSERVED DAYS

- JAN. 1st – New Year's Day
- JAN. 20th – Martin Luther King Jr. Day
- JAN. 25th – Chinese New Year
- National Blood Donor Month
- National Hobby Month
- National Soup Month
- National Mentoring Month

1



Get More Listings Series:
Thought About Selling?
8½" x 5½" - Jumbo Postcard

6



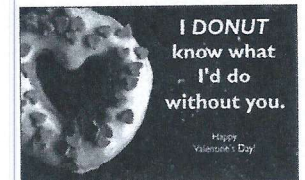
Expired 3-7-27 Marketing System Series - 7 Touches:
Did You Know
8½" x 5½" - Jumbo Postcard

15



Sample Done-for-You Market Dominator:
January
12" x 15" - Dominator

20



Holiday Series:
Valentine's Day v.11
8½" x 5½" - Jumbo Postcard

29



Customer Appreciation Series:
Thank You: Big as a House
8½" x 5½" - Jumbo Postcard

FEBRUARY 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

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Fence Sitter Series - Sellers:
Time is Running Out
8½" x 5½" - Jumbo Postcard

12



Life Event Series:
Downsizing: Too Much House
8½" x 5½" - Jumbo Postcard

17



Call to Action Series:
Free Home Market Analysis
8½" x 5½" - Jumbo Postcard

26



Holiday Series:
DST - Spring v.02
8½" x 5½" - Jumbo Postcard

OR



Holiday Series:
St. Patrick's Day v.11
8½" x 5½" - Jumbo Postcard

ACTION ITEMS FOR FEBRUARY

FEB. 3rd: Send *Time is Running Out* postcards from the *Fence Sitter Series - Sellers* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

FEB. 12th: Send *Downsizing: Too Much House* postcards from the *Life Event Series* to at least 100 people in the area. Need a targeted mailing list? Call us; we can help!

FEB. 17th: Send *Free Home Market Analysis* postcards from the *Call to Action Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

FEB. 26th: Send a *Daylight Saving Time* or *St Patrick's Day* postcard from the *Holiday Series* to your Sphere of Influence.

TIP: Order 100 Don't Limit Your Exposure door hangers to hang on doors while you are out and about.

CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

OBSERVED DAYS

- FEB. 2nd – Groundhog Day
- FEB. 14th – Valentine's Day
- FEB. 17th – Presidents' Day
- FEB. 25th – Mardi Gras Carnival
- American Heart Month
- Great American Pie Month
- Black History Month

