



 corefact | ELITE

Marketing Campaigns for Market Domination



[Corefact Elite's](#) automated farming campaigns drive more leads with measurable results using targeted direct mail. We place an emphasis on consistent farming to increase your brand awareness and show exactly who the dominant agent is in their area. Let our years of Real Estate experience running marketing campaigns take your business to the next level!

What Benefit Does Elite Provide?

In a word: consistency. When marketing it is widely accepted that brand recognition is one of the most important components to success. The problem for many agents is that they are too busy to consistently market to their geographic farm area. That's the [Corefact](#) sweet spot!

This set-it-and-forget-it program focuses on strategic monthly mailing campaigns to get you more listing appointments. With two tiers of service available, it is suitable for agents of all farm sizes and levels of experience.

The Corefact Elite program gives you a professional, semi-custom, 12-month direct mail marketing plan that keeps your brand in front of your farm all year long.

It's always a good time to be marketing to your farm. Let's get started today!

[SCHEDULE A CALL](#)

Call 510.674.0284 | Email elite@corefact.com

12 Months Of Branded Direct Mail Marketing, Done For You.

Trusted brands achieve better engagement percentages: let Corefact help you become a familiar face in your farm. The long-term nature of a brand-focused campaign works to reinforce brand messaging and identity, which in turn leads to an increase in brand awareness and listings won.

FREE HOME ESTIMATE (Homeowner)

Has your home value gone up? Find out now! Go to www.RealEstateHomePrice.com Enter key code: 38-adv-rtsh

JESSICA CELLARS 866.777.3986 | jcellars@corefact.com | www.corefact.com
Your Neighborhood Expert

JANUARY
Home Estimate Map Postcard

STREET ADDRESS	BEDS	BATHS	SQFT	LOT SQFT	SOLD PRICE
4567 SELLER LANE	4	3	2000	9000	\$1,000,000
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MARKET UPDATE (Homeowner)

Below is a list of recent home sales around your neighborhood. The sold price for these homes can affect your home's value. If you're looking to sell your home for the best price possible, you may be the best time. For a free no-obligation market analysis of your property please give us a call.

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FEBRUARY
Neighborhood Market Update Postcard

NOW IS THE TIME
NOW IS A GREAT TIME TO SELL! CALL JESSICA AT 866.777.3986

NOW IS A GREAT TIME TO SELL!
THERE ARE MANY BUYERS FOR EVERY SELLER!
INVENTORY IS LOW. SELLERS ARE GETTING MULTIPLE OFFERS AND TOP DOLLAR.

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MARCH
Buyers Postcard

ACT NOW (HOMEOWNER)

With very few homes on the market, if you wait to list today there would be less competition. That means you will more than likely get the best price possible for your home.

FIND OUT HOW MUCH YOUR HOME COULD SELL FOR IN TODAY'S MARKET.
Go to www.RealEstateHomePrice.com Enter key code: 38-adv-rtsh

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APRIL
Hot Market Postcard

FREE HOME ESTIMATE (Homeowner)

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MAY
Home Estimate Map Postcard

STREET ADDRESS	BEDS	BATHS	SQFT	LOT SQFT	SOLD PRICE
4567 SELLER LANE	4	3	2000	9000	\$1,000,000
4567 SELLER LANE	4	3	2000	9000	\$1,000,000
4567 SELLER LANE	4	3	2000	9000	\$1,000,000
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JUNE
Neighborhood Market Update Postcard

LIVE THE AMERICAN DREAM (HOMEOWNER)

4th of July
HAPPY INDEPENDENCE DAY
Jessica Cellars

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JULY
Seasonal Postcard

HOME SELLING TIP
FINDING YOUR NEW HOME

An important component of my real estate practice is to represent sellers and market their homes. However, I also take great pride in representing buyers and helping them find a home that is just right for them. If you're selling your home, I can help you find your next home in the surrounding area. If you're looking for a new area, I can help you find the best network of real estate professionals and recommend a qualified agent in your new area.

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Your Neighborhood Expert

AUGUST
Seller's Tip Postcard

FREE HOME ESTIMATE (Homeowner)

The market is hot! See how this trend is affecting the value of your home! Go to www.RealEstateHomePrice.com Enter key code: 38-adv-rtsh

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Your Neighborhood Expert

SEPTEMBER
Home Estimate Map Postcard

HOME SELLING TIP
SELECTING THE RIGHT AGENT

The most important consideration when selecting an agent is whether the agent specializes in your local area. Despite the promises of real estate that would have the best results, most sellers find it is not suitable for their local knowledge. It is crucial to use a local professional. A local agent will have more insight into the local market, know the neighborhood and the neighborhood's history, and have local real estate professionals. This should allow them to assist you in a variety of ways that are not possible with a non-local agent. The agent you hire should have a comprehensive marketing program for your home, and please remember to always use a local agent.

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OCTOBER
Seller's Tip Postcard

FREE HOME ESTIMATE (Homeowner)

Considering the sale of your home? Here's a great tool to track your home estimate anytime! Go to www.RealEstateHomePrice.com Enter key code: 38-adv-rtsh

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NOVEMBER
Home Estimate Map Postcard

HAPPY HOLIDAYS (HOMEOWNER)

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DECEMBER
Seasonal Postcard

ELITE CAMPAIGN

- Marketing consultation with our Success Team to create a 12-month postcard campaign.
- Success Team creates a marketing schedule for monthly marketing automation.
- Semi-custom campaign focused on building brand recognition and increasing engagement.
- Semi-custom campaign using repetition and color consistency to generate results.

\$399 - ONE-TIME DESIGN FEE

Requires six month commitment

SCHEDULE A CALL



Agent Cut Out Photo



SAMPLE REALTY

Agent Branding
(Provided by agent)



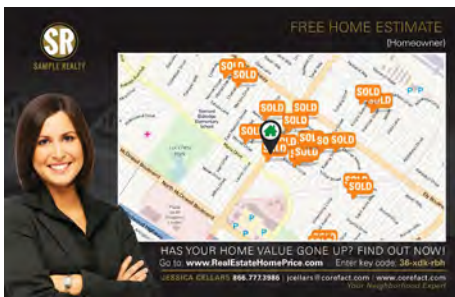
Custom Color Palette

“Your neighborhood expert”

Tagline



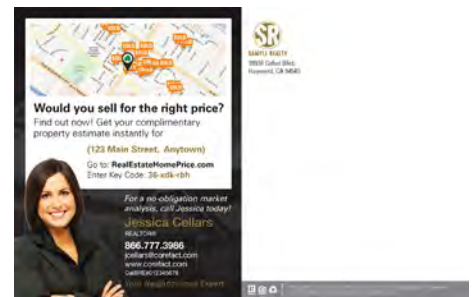
Custom Background Image
(Provided by agent)



Branded - Home Estimate Map Postcard



Branded - Neighborhood Market Update Postcard



Branded - Postcard Back

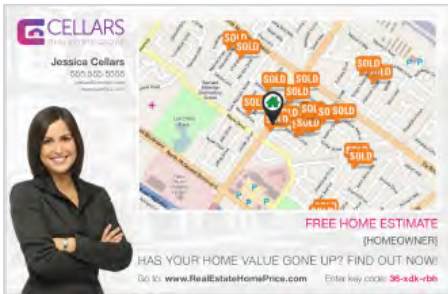
ELITE PLUS CAMPAIGN

- Marketing consultation with our Success Team to create a 12-month postcard campaign.
- Success Team creates a marketing schedule for monthly marketing automation.
- Customized marketing materials to match the marketing strategy for key targets.
- Personal designer to oversee complex projects and produce engaging marketing pieces to generate results.
- Implementation of cost-saving and revenue-increasing strategies.
- Includes Brand Identity, Elite Postcards, and Just Listed/Just Sold Postcards.

\$899 - ONE-TIME DESIGN FEE

SCHEDULE A CALL

This is a perfect option for new agents building their branding from scratch or for seasoned agents looking to rebrand. The sky's the limit when it comes to custom design in Elite Plus.



Custom - Home Estimate Map Postcard



Custom - Neighborhood Market Update Postcard



Custom - Postcard Back



Identity & Brand Development

There is also an emphasis on brand identity and growth. Includes logo, color palette, typeface, and business card design for a highly-recognizable brand that consistently showcases you as an industry expert!



Contact your Corefact representative today.

SCHEDULE A CALL

www.corefact.com | 510.674.0284 | elite@corefact.com

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