

Marketing Enhancements



Every Conceivable Way to Connect With Customers

With digital, traditional and mobile solutions, our marketing enhancements allow you to professionally market your services.

Accessible through your Real Living Business Center

My Contacts – A robust contact manager fully integrated with BrandBuilder and BrandWizard. Store all your contacts here for online and traditional marketing. Access is protected.

E-Newsletter – Fully automated yet customized if you so choose, the E-newsletter is sent electronically every month to select contacts from your database at no cost to you. Use it to keep in touch with referrals, build new relationships and reinforce Premier Service®. Provides topical real estate information.

E-Cards – Online marketing is quick and easy. Choose from a variety of professional, attention-grabbing templates, easily customized with your business information. With a couple clicks of your mouse, you can send engaging messages to one, two or a hundred contacts. Great, low-cost way to keep your name out front.

Direct Mail – This traditional method of prospecting is still among the most reliable and useful tools you can use to build your business and is especially effective when coupled with online marketing. Real Living has a large library of professionally-produced templates to choose from, easily managed through your Business Center. Select your template, insert your business information and then connect with Quantum, our production partner, for quality printing and mailing services at Real Living special rates.

Presentations/CMA – Professional Buyer and Seller presentations can be downloaded and easily personalized with your information. These professionally-produced PowerPoints detail your strengths as a Real Living agent, and let prospective clients know why they should hire you.

