



Real Estate Business Strategies & Marketing Solutions

Agent Branding Checklist

Offline Branding:

- Personal logo and branding scheme
- Stationery (and envelopes)
- Thank You cards (and envelopes)
- Business cards
- Just Listed/Just Sold flyer templates
- Custom Newsletter Template (w/ Variable Data Fields)
- Property Listing Flyer template
- Door hangers
- Voicemail greeting

Online Branding:

- Website
- Social Media – Facebook, Twitter, YouTube, Google+
- Craigslist Publisher
- Email (template & signature)

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