



REALTOR® Campaign NEXT DOOR Campaign



MONTH 1

Hi! I am your neighbor. Did you know I am a REALTOR® too?

Action: When out & about, make sure to engage your neighbors in conversation.

- Introduce yourself
- Ask if they received your mailing



MONTH 2

Stay Calm. There's a Coldwell Banker agent in your neighborhood.

Action: Walk your neighborhood at a time most residents will be home.

- If they answer door, introduce yourself and give them your business card (short 30 sec)
- If no answer, leave door hanger on door knob



MONTH 3

Do you know the benefits of working with me as your REALTOR®?

Action: When out & about, make sure to engage your neighbors in conversation and answer any questions they may have.

- Brush up on local events & community stats



MONTH 4

Neighborhood Update. Find out what's happening in our neighborhood.

Action: When a neighbor calls or emails requesting a neighborhood update, immediately set them up for alerts and send you email

- Remember to add them to your SOI



MONTH 5

How low is your online estimate?

Action: Most people don't know how "off" online estimates can be, educate them!

- When signing anyone up for any of your services - always enter them into your SOI!



MONTH 6

Discover the benefits of my eNewsletter, Life & Real Estate.

Action: If you haven't been able to gather their information by this point, ask why?

- Know the benefits of your newsletter

SERIES ONE CAMPAIGN GUIDELINES

CHOOSE YOUR NEIGHBORHOOD

- Meet with your manager to select 50+ homes immediately near yours
- Map the houses in your area
- Order neighborhood farm list from your preferred title representative
- Review & scrub your list thoroughly!

SUBMIT YOUR ORDER

- Provide farm list (Excel or CVS file) to front desk admin
- Credit card info will need to be provided for online printer
- Admin will verify your online printing account and submit order with initial list to Orders@SelectGroupRE.com

REVIEW & APPROVE

- Marketing will customize postcards with your contact info
- A proof will be sent to your company provided email address
- Once approved, your front desk admin will place the order

PRODUCT DESCRIPTION

- Month 1,3,4,5 & 6 postcards will be mailed directly to your farm list
- All postcards are large (8.5"x5.5")
- Month 2 door hanger is FREE! Pick them up from your front desk admin

PLEASE DIRECT ALL QUESTIONS TO YOUR
MANAGER & FRONT DESK ADMIN

This is an inexpensive, quick way to get & keep your name in front of every resident!
- Daniel Jaccuzi, President



MARKETING DEPARTMENT

REALTOR NEXT DOOR | AUTOMATIC AGREEMENT

SELECT MARKETING TEAM

Chantell Cordova | Marketing Director (530) 237-1804

Melanie Stewart | Director of Luxury Marketing (775) 833.6419

Chanell Thurman | Lead Graphic Designer (530) 237-1854

Mike Reilly | Lead Graphic Designer (530) 237-1803

James Halpern | eMedia Specialist (530) 237-1873

REALTOR® NEXT DOOR AUTOMATIC MEMBERSHIP AGREEMENT

Last updated on August 24th, 2014

Scope.

Select Group Real Estate agents use of Realtor Next Door Campaign: direct mail, automated, postcard and door knocking campaign consisting of professionally designed, pre-written marketing materials.

Product Description.

Month 1 | Postcard – Hi! I am your neighbor. Did you know I am a Realtor too?

Month 2 | Door Hanger - Stay Calm. There's a Realtor in your neighborhood.

Month 3 | Postcard – Do you know the benefits of working with me as your Realtor?

Month 4 | Postcard - Neighborhood Update. Find out what is happening in your neighborhood.

Month 5 | Postcard – How low is your online estimate?

Month 6 | Postcard – Discover the benefits of my eNewsletter, Life & Real Estate.

Optional | Activity Postcard – Help us find your new neighbor.

Subscription.

Consistency matters! This initial six month subscription of Realtor Next Door Campaign is designed to put you front and center making you the expert of your own neighborhood. Note: The program will continue beyond the initial 6 months. However this commitment is only for the first 6 months.

Review & Automation.

One time approval! The first month you'll need to review your agent information; name, office number, cell phone, email, website and office information and once you've approved the postcard will be loaded into the online printer. You or your office admin will log into your online account to set-up credit card payment.

After your campaign is built and activated the cards will automatically be sent for you. On month two you will have the ability to meet your neighbors in the walkable program or send out the neighborhood market update postcard for those areas that are not walkable in month two. The postcards for month 1, 3, 4, 5 and 6 are automatically populated with your name, contact information, picture and logo and mailed directly from the online printer and distributed by the U.S. Postal Service every month according to your personal list.



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Neighborhood Farm | Submission.

Agent must obtain their neighborhood farm list from their preferred title officer. Farm list must be in excel or CVS file format. List must be provided to the office admin prior to ordering their first month. Farm lists will be loaded into the agent’s online account.

Neighborhood Farm List | Adding Neighbor Contact Information.

Once you obtain an email from a person in your farm you should be adding your neighbor’s information into the Connect database; name, contact information, email address and assigning the correct label. Once inputted, the new contact will begin receiving the Life & Real Estate eNewsletter.

Neighborhood Farm List | Neighbor Mailing Address Removal.

Agents are responsible for adding reporting and/or removal of a mailing address of their neighborhood farm list. Once an agent obtains a neighbor’s email address, their mailing address should be removed from the farm list after month six. Removal can be done by logging into their online printing account and deleting their information from the pre-loaded farm list.

Billing & Payment.

Agent shall pay all fees set forth by online printer based on order amounts. All fees are exclusive of taxes, bulk rate postage, and shipping. Current cost for Realtor Next Door, series 1 campaign months 1,3,4,5 & 6 is \$0.74 per each large full color double sided postcard, includes bulk rate postage. Month 2 door hanger is company paid and available in office. Optional activity postcard “Help us find your new neighbor” will be mailed using first class postage.

Term and Termination.

The Agreement shall commence on the date of the first order and, shall remain in effect through the end of the 6 month subscription.

I acknowledge, I have read and agree to the terms of the Realtor Next Door Automated Campaign Agreement, and hereby agree to pay the monthly charge for said amount established.

<i>Agent Signature</i>	Date
Agent’s Full Name Print	Office

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