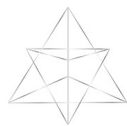


longevity designs



MARKETING CONSULTING  
FOR REAL ESTATE PROFESSIONALS

Catalog of Services

2019

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# MEET THE TEAM

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## OUR MISSION

Our mission is to provide real estate agents professional marketing and design services. We are committed to delivering consistent, high quality marketing materials that support and optimize your business plan. We provide our clients with accountability and support to achieve your marketing goals with ease. We support agents at any level of business - we are happy to execute on your behalf, or set up templates and provide training so that you can execute on your own. We also aim to provide new ideas and inspiration, to keep you and your clients excited about what is next.

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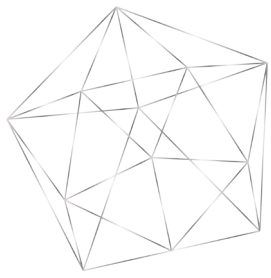
## OUR VALUES

*consistent communication*  
*value-driven and tailored services*  
*flexible offerings*  
*... and an entrepreneurial spirit*

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## OUR PROCESS

We offer all new clients a complimentary one-hour Kick Start Strategy session to explore your needs and generate a basic plan on how best to move forward. We then provide a complimentary proposal that provides an estimate for our services, tailored to your plan. Some services require a Set Up/Contract Fee that is due upon signing; otherwise all marketing services are billed per hour.



# AGENT WEBSITES

Your website will ultimately become the central hub for most of your marketing efforts. Your website is your portfolio, showcasing your current listings and past significant sales, telling the world who you are and what you do best. A professional website will become the core of your personal brand. An integrated and effective marketing strategy integrates with your email newsletters and social media, all with one goal: to drive traffic to your website.

Having a modern, mobile friendly website can differentiate you from other brokers. With your own website, you can feature all of your own listings, post your newsletter as a blog, dive more into your bio and philosophy and offer custom content about the local community.

We focus on creating websites that are completely custom, but also affordable. We build our websites in Squarespace (we can also work in Word Press) and can also help you purchase a domain or connect an existing domain you already own. Squarespace has a monthly or annual hosting fee that you'll be responsible for.

We integrate with IDX Broker or FBS Solutions for templated MLS property syndication (note that both integrations have their own monthly fees).

We are also able to upgrade, update and maintain your existing website, regardless of the platform (in this case, a custom proposal would be provided, otherwise, our Cost and Timelines for a new website are listed on the next page).

Disclaimer: While we offer robust website design and integrated marketing strategy, we are not SEO experts. We are more than happy to refer you to an SEO expert upon request.

## BENEFITS

Custom, yet affordable website

No monthly design fees once the site is live; site updates and maintenance are done upon request and billed monthly if costs incur

Optional training to learn how to update the site yourself

## COST

***\$500 Set up/Contract Fee***  
(due upon signing)

***\$85/hr Build Out***  
(billed upon completion of site)

Includes a one hour set up consultation and up to 3 hours of conference calls or meetings. Optional post-completion training billed per hour

## TIMELINE

4 - 6 weeks

## EXAMPLES

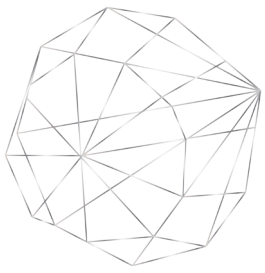
[www.LaurieLaing.com](http://www.LaurieLaing.com)

[www.KatieGrange.com](http://www.KatieGrange.com)

[www.CraigWardRealEstate.com](http://www.CraigWardRealEstate.com)

[www.StephanieWilliamsProperties.com](http://www.StephanieWilliamsProperties.com)

[www.EricCohenProperties.com](http://www.EricCohenProperties.com)



# EMAIL NEWSLETTERS

Email newsletters are one of the best ways for agents to maintain visibility amongst their current, past and prospective clients. Of all of the marketing services we offer, agents get the most value and direct responses from email newsletters. Therefore, email newsletters are one of our core products.

Newsletters can be daunting and time consuming, so that's where we come in. We strategize with you and set up a template, so that your delivery is professional and consistent. Ultimately, we help provide accountability so that your newsletters not only get done, but are easy and your experience with us is seamless.

When possible, we link as much content in your newsletter to your website, such as links to featured properties.

We can work in any email newsletter platform you're already working with; if you're just getting started, we'll set you up in Mail Chimp or My Emma.

## CONTENT

Newsletter content we assist brokers regularly with includes (and not necessarily in this order):

- **Introduction** - written by you
- **Market Reports** - your own, your company's or your local title company's
- **Featured Listings** - your newest or selected listing
- **Suggested Listings** - other listings in the area, hand selected by you
- **Local Calendar of Events** - links to your local chamber, or hand selected list of events and thumbnail photos
- **Real Estate News** - local or national
- And more!

## BENEFITS

Regular communication with your database - reach all your clients and prospects with just one email

Custom, branded newsletter design

Mobile-friendly delivery

## COST

***\$200 Template Design***

***\$85/hr Build Out***  
1 - 2.5 hours per newsletter

***Email Platform Fees***  
Mail Chimp - free up to 2,500 contacts

My Emma - \$49/month

## TIMELINE

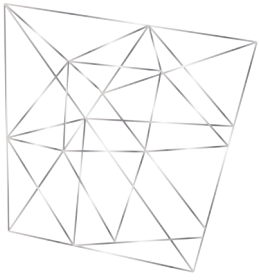
1 - 2 weeks to design and set up your template

5 days lead time per newsletter

You determine the frequency:  
Monthly  
Every other month  
Or, quarterly

## CONTACT MANAGEMENT

Collecting and updating your contact database for newsletters can also be daunting and time consuming. We can help you export your list from whatever software you use (and if you don't have one, that's OK too!) and provide ideas on how to add new contacts to that list as efficiently as possible. Ultimately, however, contact management for your newsletters will be your responsibility.



# SELLER REPORTS

The number one complaint from our sellers is typically that we don't communicate with them enough. A consistent and professional seller report demonstrates all of your hard work, pulling together your marketing and sales tactics in a visual format.

Our seller reports are delivered via email using your preferred email marketing platform.

Longevity Designs offers two types of customizable seller reports: a just listed template (the first report you send) and a periodic template (the follow-up reports).

## JUST LISTED TEMPLATE

Typically sent within the first two weeks of listing activation in the MLS (when marketing begins). Content includes (but is not limited to):

- **Introduction**
- **MLS Detail Sheet/Link to MLS**
- **Showings So Far**
- **Online Marketing** - list and links to major real estate search websites the listing is syndicated to
- **Video and/or Matterport Tour** - if applicable
- **Just Listed Postcard** - if completed
- **Social Media** - images of ads or posts featuring the new listing
- **Other Marketing** - includes a thumbnail and link to the property brochure, as well as the new listing B2B
- **Next Steps** - (optional) your plans for what's still to come

## FOLLOW-UP REPORT TEMPLATE

You determine how often these are sent - we suggest once every two months or quarterly depending on your market.

Content includes (but is not limited to):

- **Introduction**
- **MLS Detail Sheet/Link to MLS**
- **Showings So Far** - accumulative
- **Online Marketing Report** - list and links to major real estate search websites the listing is syndicated to, plus a link to the ListHub report
- **Newspaper & Magazine Advertising** - list and links to all of the custom and classified newspapers you and/or your brokerage have done for the listing.
- **Other Marketing** - includes a thumbnail and link to open house or price reduction B2Bs
- **Nearby Market Activity** - set of six newly listed, pending or closed listings; includes thumbnail photo, brief info and interactive MLS link for more information
- **Next Steps** - (optional) your plans for what's still to come

## DELIVERY & EXAMPLES

These reports are sent digitally via email so that the report opens up in the recipients' inbox. We can build these seller reports in any one of the following email marketing platforms:

- **Emma**
- **Mail Chimp**
- **Squarespace** (if you already have a Squarespace website)

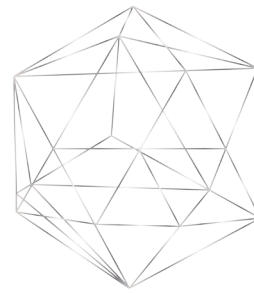
We can, of course, customize your template to match your brand and other marketing materials. Below are a couple of samples built in Emma, to give you an idea of the visuals used:

Sample JUST LISTED Report

Sample FOLLOW-UP Report

# SELLER REPORTS

CONTINUED



# POSTCARDS

## BENEFITS

## COST

## TIMELINE

Timely communication with your sellers

Visual and unified presentation of all of your market and sales efforts

The capability to track whether your seller opened the report and what they clicked on

***\$200 Template Design***

***\$85/hr Build Out***

1 - 2.5 hours per seller report

***Email Platform Fees***

(apply if you don't already have a platform you use)  
Mail Chimp - free up to 2,500 contacts

My Emma - \$49/month

1 - 2 weeks to design and set up your template

5 days lead time per seller report

You determine the frequency:  
Monthly  
Every other month  
Or, quarterly

Farming with postcards is still an recommended component of an agent's listing marketing plan. If done well, postcards can serve to boost your visibility in targeted neighborhoods or areas. We can take the execution off of your hands, from preparing the mailing list, to selecting the photos and writing the copy, so that all you have to do is approve the postcard itself.

We work primarily in Express Docs and Vista Print, but can also work with other online printers or local printing companies.

## BENEFITS

## COST

## TIMELINE

Timely communication for new listings or recent sales

Consistent and professional design from postcard to postcard

Hands off execution so you can focus your efforts on sales and productivity

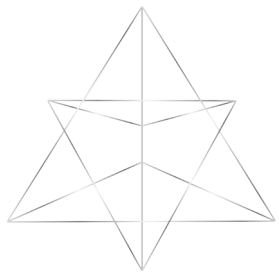
***\$85/hr Mailing List Generation & Optimization***  
.5 - 2 hours depending on the length of the list

***\$85/hr Postcard Design & Ordering***  
1 - 1.5 hours per postcard

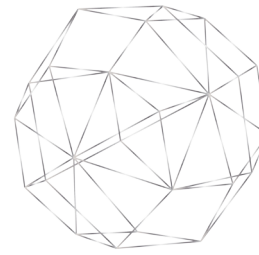
***Postcard Printing & Postage***  
At cost; estimates provided upon request

5 days lead time to draft, revise and order the postcard

Postcard delivery timeframe is up to you!



# LISTING PRESENTATIONS



# IMAGE & FOLLOW-UP MARKETING

Our goal is to help set up a custom, grab and go listing presentation package so that when listing opportunities come up, you can focus on the comps and the client, instead of scrambling for hours and hours beforehand. We can help match your personal listing presentation with your company or brand's listing presentation, so that your presentation looks polished and professional in its entirety.

## CONTENT & DELIVERY

Our custom listing presentation delivery includes:

- **Custom personal pages**
- **A listing marketing plan template** that you can fill in everytime
- **Digital presentation** via an email marketing platform, such as My Emma or Mail Chimp; and/or an e-Book link
- **Print presentation** via a final PDF file

## IMAGE MARKETING

Image marketing includes consulting on how you present yourself to the public in advertising and what your message is. It can also include the creation of personally branded brochures, postcards and other marketing materials (such as notepads, pens, etc.) that showcase you and your expertise.

## FOLLOW-UP MARKETING

This is the creation of personally branded marketing materials that you can send to prospective clients via regular mail, such as notecard and envelopes, or email. The idea behind follow-up marketing is to create an opportunity to reach out to the prospect again using professionally branded materials.

### BENEFITS

### COST

### TIMELINE

Custom visuals and copy catered to your skill set and what sets you apart

*\$85/hr Custom Build Out*  
TBD

TBD, provided with a custom proposal

Professional presentation that does not need to be updated every time

Digital and print formats that you can deliver via email or in-person

### BENEFITS

### COST

### TIMELINE

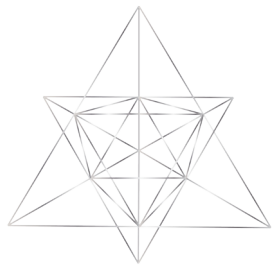
High level, personal marketing collateral that sets you apart from other agents

*\$85/hr Custom Build Out & Materials Ordering*  
TBD

TBD, provided with a custom proposal

Grab and go marketing materials for listing presentations, open houses and networking events





# MICRO MARKET REPORTS

Start farming with a purpose. If you have a target neighborhood (such as the one you live in, or one where you have sold multiple homes in), a historical market report can provide an incredible amount of value and heighten your visibility in that neighborhood.

The foundation of our micro market reports are a landing page on your website with charts and graphs that highlight the sales history of that neighborhood at a glance. We also provide farming materials.

## WHAT'S INCLUDED

- **Landing page** (built as a page on your website) with its own unique domain name, such as CanyonGroveMarket.com
- **Up to 6 charts or graphs.** Some examples include:
  - Number of sales per year
  - Average, highest and lowest sold price per year
  - Average, highest and lowest sold price per square foot
  - Days on market
  - Inventory and/or absorption rate
- **Optional and additional MLS integration** to display Current Activity (displays active, pending and sold listings from the MLS)
- **A micro market report letter** template, for farming
- **A micro market report postcard** template, also for farming
- **Social media images** (if requested)
- **Choice of update frequency.** Once a month, once a quarter, etc. updates are billed as they occur

**Note:** We pull data from your MLS. Micro Market Reports work best for neighborhoods with over 200 or so homes with somewhat similar prices. They don't work as well in neighborhoods with large variances in prices because the data can become skewed.

## BENEFITS

We pull the data and fill in the charts and graphs; all you have to do is provide your own interpretation

Visual representation of historical data that most other brokers don't have the time or interest in doing

Offer value and precise expertise

## COST

***\$500 Set Up/Contract Fee***  
This gives you the exclusive right to use and publish our proprietary micro market report framework (due upon signing)

***\$85/hr Build Out***  
6 - 8 hours per micro market (billed upon delivery/completion)

+ Domain name registration and landing page fees (if applicable)

+ Optional MLS integration to display Current Activity

## TIMELINE

2 - 3 weeks for initial delivery

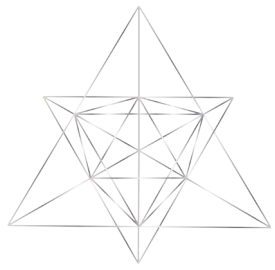
You determine the frequency of on-going updates:  
Monthly  
Quarterly  
Or, bi-annually

## EXAMPLES

Sample LANDING PAGE

Sample LETTER MAILING

Sample POSTCARD



# HISTORICAL MARKET REPORTS

Designed similarly to our Micro Market Reports, our Historical Market Reports examine historical sales of one area all the way back to 2006, so your clients and prospects can see trends in sales since the economic down turn. The primary deliverable is a branded letter/flyer that can be mailed, added as a supplement to listing presentations and open house folders for buyers.

## WHAT'S INCLUDED

- **Delivery of up to 8 interactive or static graphs per area.**  
Examples include:
  - Number of sales per year
  - Average, highest and lowest sold price per year
  - Average, highest and lowest sold price per square foot
  - Days on market
  - Inventory and/or absorption rate
- **A Historical Market Report Letter/Flyer** for farming
- **Choice of update frequency.** Once a month, once a quarter, etc. updates are billed as they incur

### BENEFITS

### COST

### TIMELINE

Branded market reports for your target areas

**Contract/Set Up Fee**  
Exclusive: \$400  
Non-Exclusive: \$150

2 - 3 weeks for initial delivery

Opportunities for additional custom branded marketing collateral

**\$85/hr Build Out & Updates**  
4 - 6 hours per area (billed up on delivery/completion)

You determine the frequency of on-going updates:  
Monthly  
Quarterly  
Or, bi-annually

## WHAT TO EXPECT

We are available Monday through Thursdays from 9am to 5pm MST for client consultations and marketing services. Assistance and last minute requests at night or on weekends may be possible, but are not guaranteed.

## COMMUNICATION PREFERENCES

We prefer email communication (when possible) in order to keep a record of revisions and requests. Our proposal will specify how many hours of conference calls or meetings are included (if any). Any conference calls or meetings longer than 15 minutes that exceed those hours included will be billed at \$85 per hour.

## PROPOSALS & INVOICES

Complimentary proposals are provided for all major projects. We do our best to provide a range of hours and hourly rates for services. If we breach the maximum rate proposed, we do our best to communicate the overage and get approval to continue moving forward.

Some of our services require a Set Up/Contract fee and are due upon signing of the proposal.

Invoices are sent monthly on the first of the month for the month prior.

We kindly ask that invoices are paid within 2 weeks of receipt.

We send our invoices via Quickbooks and are happy to accept credit cards, bank transfers or checks. Invoices over \$500 must be paid via check or bank transfer.

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[www.LongevityDesigns.com](http://www.LongevityDesigns.com)