



# *Newsletters*

# *Playbook*

*KW Where Entrepreneurs Thrive*

# Welcome To The Newsletters Playbook

Newsletters are an effective way to consistently stay in front of your audience and provide them with valuable content. By offering helpful information and resources, you establish yourself as the go-to resource on your market and build trust with your sphere of influence.



According to NAR's 2022 Member Profile, on average, 42% of agents' business comes from the referrals and repeat business of loyal clients—people with whom they have consistently remained in touch, building and nurturing relationships over long periods. The median residential REALTOR® earned 19% of their business from repeat clients, and 23% through referrals from past clients. The problem is that when polled, 89% of clients said they probably would definitely use their agent again. There is a 47% delta between the two. This delta exists mainly because realtors fail to stay in touch with past clients and their database with high-value touches done consistently over an extended period of time.

**Newsletters are an effective way to build strong relationships by delivering value to people, which encourages them to know and like you. These relationships will lead to future business by way of new clients and referrals.**



**This playbook is designed to teach you how to create and curate a best-in-class newsletter.**

The creativity and types of content you can use are limited only by your imagination. In fact, in collecting newsletters from all over the country, the one thing we are sure of is that each is unique in look and feel.



This playbook starts with a myriad of examples for you to start thinking creatively about your newsletter. ***Take a few moments to review these examples and think about what stands out to you as something you love and then dive into the model.***

# Email Newsletter Example #1 (Audience: Database)



## \$5 Starbucks Card Giveaway for our Clients

Exciting News! Because we love and value our clients, we are giving away \$5 Starbucks Cards! For a chance to win, you just need to fill out your contact information on the form provided below. We must have every question answered to be eligible. Click the link below now!

[Giveaway Form](#)

## \$5 Starbucks Card Giveaway

Update Your Contact Info Now!



## We Love Our Clients

Last week we hosted one of our quarterly client events! Happy Pie Day! We love partnering with our agents to share the love with their people! Over 750 pies and countless meals to the community today in our two offices. Agents give gifts or pies to their clients to show their appreciation for supporting their business. Our Annual Pie Day Giveaway was a success! Loved a yummy potluck, time with clients, giving back to our community and more!



This week, we are doing our first-ever pop-by workshop in Keller Williams Greater Lexington. Pop-Bys are small tokens of appreciation that help you establish connections with clients and industry professionals. At this holiday pop-by workshop, we provided our agents with the supplies needed to put together a little care package for those who are helping to grow their business.

## Real Estate Articles



What is a Luxury Home, and What Makes It So Special?

By Lisa Johnson Mandell

[READ MORE](#)



How To Buy and Sell a Home at the Same Time—in Today's Hazy, High-Interest Rate Housing Market

By Meera Pal

[READ MORE](#)



## Top 10 Tips for Selling Your Home During the Holidays

### HEY, HOW ARE YOU?

Many believe that the worst time to list a home for sale is during the holiday season, which runs from November through January. To attract homebuyers even during the holidays, follow these valuable tips by HGTV.

1. Deck the halls, but don't go overboard.
2. Hire a reliable real estate agent.
3. Seek out, motivated buyers.
4. Price it to sell.
5. Make curb appeal a top priority.
6. Take top-notch real estate photos.
7. Create a video tour for the Web.
8. Give house hunters a place to escape from the cold.
9. Offer holiday cheer in the form of financing.
10. Relax — the new year is just around the corner.

[READ MORE](#)

## Market Update



[VIEW FULL](#)

## Staging Tips for Selling During the Holidays

BY: KARA WAHLGREN

**Clean and stage.** "Before you decorate, your house needs to be staged," Powers says. If your living room is already piled high with clutter and hotchkies, your ceramic reindeer collection is only going to add to the sense of overcrowding.

**Create a cozy vibe.** The less-is-more mantra of home staging may tempt you to forgo holiday cheer this year. But a few subtle touches like a bowl of pinecones, an evergreen wreath, or a pot of cider simmering on the stove can create a warm and festive feeling in your home.

**Complement your palette.** Before you start untangling your tinsel, make sure your holiday collection matches your current decor. If your living room is painted a soothing ocean-blue hue, skip the clashing red garland and opt for white snowflakes or a silver glass-ball wreath. If you've got an earthy color scheme, accent with rich tones like cranberries, forest greens and gold.

**Accentuate the positive.** Too many trimmings may distract buyers, but the right accessories can draw attention to your home's best features. Dangle mistletoe in an arched doorway, or display your menorah on the ledge of a bay window; just don't block a beautiful view with stick-on snowflake decals or clutter an elegant fireplace with personalized stockings.



## What's Your Home Worth?

Request for a property valuation now click here!



Want a rewarding career?

We have a free real estate class for you!

FREE

The education and support you need to get your real estate license and build the career, life and future you want starts here.

[Click Here](#)

## Work with us today

Join us in person at Keller Williams Greater Lexington for Real Estate Career Night and learn everything you need to become a licensed Real Estate Agent in Kentucky. We will cover the Pre-Licensing Process, Free Real Estate School, Best Practices for Exam Prep, and building a business around your unique value proposition.

[LET'S CHAT!](#)

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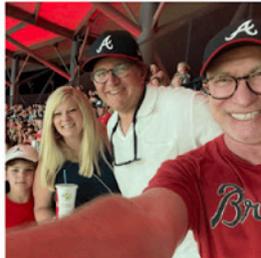
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- 📍 8040 Hosbrook Rd, Suite 100 Cincinnati, OH 45236

# Email Newsletter Example #2 *(Audience: Database)*



2023 CLIENT EVENTS SURVEY  
*enter to win a \$100 Starbucks gift card!*



We love our client events and would love to get your feedback on what events we should have in 2023! Please take a moment to fill out our brief survey and be entered to win a \$100 Starbucks gift card. The winner will be announced on January 10th! We really appreciate your feedback and we look forward to seeing you at our next client event!

[Click Here for Our Client Events Survey](#)

HAPPY HOLIDAYS FROM THE PETERS COMPANY!  
*we are so thankful for your business!*



Happy Holidays from The Peters Company! Thank you for another incredible year!

It's hard to believe that this is our 17th year in real estate! We are so thankful for all of you that have been part of our journey! Even after all these years, over 80% of our business still comes from friends, family and referrals!

Did you know that everyone knows 7 people that will buy or sell a home in 2023? While we'd love for you to remember us for all 7, could you just remember us for 1 this year? It would mean the world to us! ❤️

HAVE YOU EVER THOUGHT OF BUILDING WEALTH THROUGH REAL ESTATE?  
*now could be the time*



5 REASONS WHY REAL ESTATE IS A GREAT INVESTMENT

Historically in real estate, your risk of loss is minimized by the length of time you hold on to your property. When the market improves, so does the value of your home, and as a result, you build equity... [read more!](#)

#### WHAT INVESTORS LEARNED IN 2022

In the midst of a shaky and altogether uncertain economic landscape, underscored by sky-high inflation and rising interest rates, investors have been faced with no shortage of harsh realizations and tough decisions in 2022. While more traditional investors remain either sidelined or doing... [read more!](#)



FLY INTO YOUR NEW HOME  
*Featured Listing in Mallard's Landing*

167 Pintail Way | Locust Grove, GA 30248



FLY into your community in Mallard's Landing and take the runway to your home! All you need to do is bring your airplane (or two). This wonderful home has 4 beds and 3.5 baths! It is filled with natural light that beams across the large ceilings. The lower level is fully finished! The backyard has a pool and its very own hangar!

Interested in finding your dream home?

[Click Here to View Active Listings](#)

CAREER OPPORTUNITIES  
*hiring for multiple positions*



Do you strive for excellence? Do you want to be an integral part of something big? Are you searching for that "wow" work environment where you are challenged to be the best person you can be?

The Peters Company, one of the nation's top real estate teams, fosters an education-based, technology-driven culture that rewards self-starters. Candidates who are seeking a long-term career opportunity, not a job, should apply. All inquiries are confidential.

Check out our career opportunities below:

[Click Here for Career Opportunities](#)



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PREMIER REAL ESTATE CONSULTANTS



—THE PETERS COMPANY—  
678.921.1470 | [www.thepeterscompany.com](http://www.thepeterscompany.com)  
Keller Williams Chattahoochee North

# Email Newsletter Example #3 (Audience: Referral Partners/Agents)



THESE ARE A FEW OF MY...  
*favorite things*

## MY FAVORITE THINGS



I'm sure by now you received some gift for the holidays that may go straight to the re-gift or Goodwill pile. Am I right? Over the years, I've given those gifts and felt terrible about it. I've wracked my brain to find the perfect gift and ended up falling short. The secret - a My Favorite Things List. Anytime someone joins our organization, we have them fill out the following list. It comes in handy throughout the year - birthday, thank you, congratulations, holiday. Here's the survey:

If I gave you the following amount of money, what would you spend it on?

- \$1
- \$5
- \$10
- \$25
- \$50
- \$100
- \$500

Favorite Things:

- Flower?
- Cake?
- Candy?
- Food?
- Restaurant?
- Brand?
- Store?
- Guilt Pleasure?
- Sports Team?
- Alcoholic Beverage?
- Hobby?
- Shirt Size?
- Shoe Size?
- Collectors?

What if you even took this list a step further and had each client complete the survey? Sounds like a great Reverse Bidd idea for 2023!

## TEAM CELEBRATIONS

*celebrate your team's Big Wins*



Am I the only one who gets completely overwhelmed at the holidays? ;) My recovering perfectionist self wants to make everyone feel special including the celebration and the gift. This year, we celebrated a little differently and I'd say it was a success!

We told our team that we were celebrating with an activity this year, not an actual party. We had them meet us at 4pm at a "wine bar" for a drink and appetizer. For a couple of weeks leading up to the event, it was funny to hear their chatter among one another about what the activity would be. Some were convinced we were taking them ice skating so showed up in appropriate clothing.

As we enjoyed a glass of wine and a few appetizers, we let them in on the activity. They were each getting an envelope of cash and in the next two hours, they were to go shopping.

The rules:

- 1) You can only spend the money on yourself.
- 2) You have to give us back what you don't spend.
- 3) You have to share what you purchased at dinner!

Later that evening, we all met up for dinner and I can't tell you how much I loved seeing what each of them purchased that they would not have normally purchased for themselves. Then, we moved into Secret Santa with one another. Side note, I learned about a cool online tool called [www.drawnames.com](http://www.drawnames.com) that allowed us to each draw virtually and it even managed the entire process. Definitely check it out if you need an easy way to manage the Secret Santa process.

Whether you're looking ahead to next year's holiday party or for a way to celebrate a BIG WIN for your team in 2023, I highly recommend this surprise activity.

## TIME MANAGEMENT WITH THE 4-1-1

*how this changed my life*



In 2014, the 4-1-1 changed my life. Actually, Gene Rivers changed my life. We hired Gene as our consultant in 2014. We had totally hit MREA status in 2013 entrepreneurially and our business was running our life. The first order of business from Gene - implementing a 4-1-1. I remember printing the KWU content on Time Management with the 4-1-1 and being so overwhelmed. I hadn't had a vacation since 2006 when I had gotten into the business, I barely had time to sleep, and my poor kids got the worst of me. Adding a "report" seemed like a waste of time. Time that I didn't have.

Fast forward to the end of 2014, the 4-1-1 focused us on building a purposeful business. I had more leverage, more time with my children, and an actual vacation (on a boat with no phone). And, most importantly, I had my life back. The transformation was understanding that the 4-1-1 was not a report. It was a tool to focus on what matters most. There is no question the 4-1-1 got us to net one million from our real estate team, lead market centers, and build wealth through real estate.

This month, I taught Time Management with the 4-1-1 for our market centers. It was a great reminder of how far I'd come since those initial days of "reporting" my activities to Gene. If you've

[Click Here for the Google Sheet](#)

If I haven't convinced you already, here's an old Harvard Study from the Harvard Class of 1979:

- 84% did not set goals
- 13% had written goals with no plan
- 3% had written goals with a concrete plan

10 years later, the 13% with written goals and no plan earned 2x the income of the 84% with no goals. And, the 3% that had written goals and a plan earned 10x the income of the 84%.

What are you waiting for? Make the 4-1-1 a part of 2023! Your future self will thank you.



ANNUAL GOALS   YEAR			
Enter Annual Job Goals <i>(What will you do?)</i>	Enter Annual Business Goals <i>(What will your business or team do?)</i>	Enter Annual Personal Financial Goals <i>(What improvements do you desire in your net worth (reduced liabilities, increased investments, increased assets, etc.))?</i>	Enter Annual Personal Goals <i>(What do you desire to have personally - health, family, spiritual, educational, etc.?)</i>
MONTHLY GOALS   MONTH OF			
Enter Monthly Job Goals	Enter Monthly Business Goals	Enter Monthly Personal Financial Goals	Enter Monthly Personal Goals
WEEKLY GOALS			
WEEK 1	WEEK 2	WEEK 3	WEEK 4
Enter Weekly Goals • Job • Business • Personal Financial • Personal	Enter Weekly Goals • Job • Business • Personal Financial • Personal	Enter Weekly Goals • Job • Business • Personal Financial • Personal	Enter Weekly Goals • Job • Business • Personal Financial • Personal

OPPORTUNITY IS KNOCKING  
*do you know our next leader?*



Do you strive for excellence? Do you want to be an integral part of something big? Are you searching for that "wow" work environment where you are challenged to be the best person you can be? The Peters Company, one of the nation's top real estate teams, fosters an education-based, technology-driven culture that rewards self-starters. Candidates who are seeking a long-term career opportunity, not a job, should apply. All inquiries are confidential.

**Check out our career opportunities below.**

[Real Estate Agents](#)

[Click Here for Career Opportunities](#)



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Keller Williams Chattahoochee North

# Email Newsletter Example #4 (Audience: Database)



**EPSTEIN PARTNERS**  
Real Estate Professionals  
Keller Williams Realty | Montecito | Santa Barbara



Holiday season is upon us in Santa Barbara. Read on for December events and discover lifestyle tips curated just for you!

## Upcoming Events



15th Annual Holiday Sweater Party



Holiday Pop Up Night Market



Annual Holiday Ice Show



New Year's Eve 2023 Bar Crawl

## What's going on in Santa Barbara?



## Market Update November 2022

South Santa Barbara County

SINGLE FAMILY HOMES

2021 YEAR TO DATE		2022 YEAR TO DATE
\$1,846,000 Median List Price	↑ +8.3%	\$2,000,000 Median List Price
\$1,900,000 Median Sales Price	↑ +18%	\$2,165,000 Median Sales Price
\$1,571,650	↑	\$1,853,687

## Local Updates



### Open Weekend at Arroyo Hondo Preserve

The Arroyo Hondo Preserve is open to the public with reservations on the first and third full weekend of the month.

[READ MORE >](#)



### SBIFF Brings Another Mini Festival to the Riviera Theatre

Films are open to the public for \$20 per film and include Q&A's with key players.

[READ MORE >](#)



### Holiday Performing Arts Events Abound in Santa Barbara

Santa Barbara's theatre and ballet companies will be performing *A Christmas Carol*, *The Nutcracker* and many others.

[READ MORE >](#)



### Santa Barbara Backstage Comedy Night Every Thursday

Enjoy stand-up comedians performing their newest jokes and comedy live on the road to stand-up comedy specials, concerts, and comedy venues worldwide.

[READ MORE >](#)



## Lifestyle & Tips

25 Living Room Holiday Decor Ideas by Interior Designer, Margarita Bravo

Festive Cocktails to Celebrate the Holiday Season

7 Best National Parks to Visit in Winter

12 New Years Eve Theme Party Ideas to Start the New Year



## Local Business Spotlight

Augie's is a full service fine dining experience, featuring a wide selection of agave spirits, crafts cocktails, fresh local food, superb service and strong community engagement. Augie's mission is to revitalize the mid State Street area of Santa Barbara.

[LEARN MORE](#)

## Our Featured Listings



1231 East Valley Road  
\$2,900,000



401 Chapala Street #215  
Open Saturday 11-1 pm  
\$1,619,000



5396 E. Camino Cielo  
\$2,495,000



6636 Sabado Tarde Road  
\$1,995,000



229 San Napoli Drive  
\$1,985,000



Fergie's Solvang Estate:  
1418 Ribe Road  
€ 750,000

## Request your Free Buyer or Seller Guide

A resource to help guide you through the home selling or home buying process. Sign up to receive your free copy.

[REQUEST BUYER'S GUIDE](#)

[REQUEST SELLER'S GUIDE](#)



# Print Newsletter Example #1 (Audience: Geographic Area)

## RECENT SALES IN 85212

**BOULDER CREEK SASSAMAN ESTATES**  
 3025 S 8100 W | 2,738 Sq Ft | \$1,075,000  
 7900 E Pecos Ave | 3,530 Sq Ft | \$1,050,000

**EASTRIDGE ARIZONA SKYLINE**  
 2621 S 26th St | 164 | 1,035 Sq Ft | \$485,000  
 9016 S Mecca Ave | 3,360 Sq Ft | \$780,000

**MESQUITE CANYON**  
 3090 S Olive Ave | 1,309 Sq Ft | \$300,000  
 4010 S Olive Ave | 1,309 Sq Ft | \$400,000  
 2915 S 19th Pl | 1,308 Sq Ft | \$450,000  
 3522 S Ocotillo Ave | 1,307 Sq Ft | \$330,000  
 9400 S Orange Ave | 1,460 Sq Ft | \$170,000  
 3045 S 19th Pl | 1,310 Sq Ft | \$375,000

**SANTA RITA RANCH**  
 10717 E Pecos Ave | 1,466 Sq Ft | \$1,000,000  
 10231 E Pecos Ave | 1,466 Sq Ft | \$1,000,000  
 10036 S Olive Ave | 2,490 Sq Ft | \$1,000,000  
 10000 S Olive Ave | 2,290 Sq Ft | \$1,000,000  
 10130 S Pecos Ave | 2,475 Sq Ft | \$1,000,000  
 30100 S Olive Ave | 2,170 Sq Ft | \$1,000,000  
 10214 S Olive Ave | 2,000 Sq Ft | \$1,000,000

**MERIDIAN POINTE**  
 3515 S Pecos | 1,517 Sq Ft | \$460,000  
 17008 E Pecos Ave | 1,548 Sq Ft | \$460,000  
 19129 E Pecos Ave | 2,034 Sq Ft | \$1,000,000  
 17010 E Pecos Ave | 1,602 Sq Ft | \$1,000,000  
 3036 S Garden | 1,208 Sq Ft | \$1,000,000

**MOUNTAIN RANCH MOUNTAIN HEIGHTS**  
 10714 S Ocotillo Ave | \$1,466 Sq Ft | \$1,000,000  
 10211 E Pecos Ave | 1,462 Sq Ft | \$1,000,000  
 10036 S Olive Ave | 2,490 Sq Ft | \$1,000,000  
 10130 S Pecos Ave | 2,475 Sq Ft | \$1,000,000  
 4011 S 19th Pl | 1,304 Sq Ft | \$450,000

**KT KLAUS TEAM REAL ESTATE SOLUTIONS**  
 3232 W WALKER STREET, SUITE 100  
 PHOENIX, AZ 85018  
 480.354.7344  
 klaus@klausrealty.com  
 klaus.com

## Multiple Selling Solutions

Putting your home on the market is not the only way to sell. In today's market, sellers have many options with the Klaus Team.

We think outside the box.

We have more solutions today than ever before to help home sellers transition to a new living space. Depending on what matters to you most, we have opportunities to make your move as easy as possible!

**Buy Then Sell**  
**Sell And Stay**  
**Go To Market**  
**Instant Offers**

CALL KLAUS FIRST

Multiple Methods Using Existing YOUR HOME

KT KLAUS TEAM REAL ESTATE SOLUTIONS

Want More Info? Get a free copy of our eBook, *Multiple Methods for Listing and Selling Your Home* by scanning this QR code or at [multiplesellingsolutions.com](http://multiplesellingsolutions.com)

Free eBook

## Neighborhood Networking Meeting

June 21 - 7:30am

Postal Customer ECR WSS

For more information, call 480.354.7344. Every local business is invited to be invited.

There is no cost to this event.

Your Community Connection helps you find out how to help your business grow. Meet and network with other business owners in your area.

To get the most out of this event, contact us at [klaus@klausrealty.com](mailto:klaus@klausrealty.com).

## Dedicated to Getting It Done!

My team and I joined CrossCountry Mortgage to give you:

- More loan options
- Closings in 21 days or less
- Highly competitive rates
- Tech backed by experts

Call or email today to get started!

Steve Farrington | 480.354.5952  
 Loan Officer | 480.215.5599  
[Steve.Farrington@crosscountrymortgage.com](mailto:Steve.Farrington@crosscountrymortgage.com)

GayKorhansen CROSSCOUNTRY MORTGAGE

Call or email today to get started!

## Is the Market Shifting?

Your Community Connection

KT KLAUS TEAM REAL ESTATE SOLUTIONS

480.354.7344 | klaus@klausrealty.com

www.klausrealty.com

## Is a Real Estate Market Shift Coming?

Things are changing in the real estate market in Arizona.

**The Market is Cooling.**

Between late October and mid March, we saw a downward trend in supply," wrote Michael Orr in the *Cloudfront Report*. "However, this has completely changed direction over the past 6 weeks and active listing counts are rising very strongly. They are up more than 32% in a single month, one of the most dramatic shifts in direction we have ever seen."

There are a couple reasons for this:

**More listings are coming to market as sellers see the continued rise in prices as well as most economists agreeing that appreciation will continue in 2022. Some sellers want to cash out while the going is good, and they decide to list their homes.**

**We are seeing a significant drop in buyer demand after a sudden jump in interest rates, an uncertain economy, and with prices that are hard to swallow by new owner-occupant buyers reluctant to enter the market. Demand is getting weaker.**

This has resulted, over the couple months, in a cooling event which is shifting the market from a strong seller's market to a seller's market - a market that still favors sellers since supply is still low compared to a normal market, but one where buyers yield a little more power.

With more properties having days on market not only in the double digits, but in some cases over 30 days (On May 11, there were 2,314 listings in Phoenix with over 30 days on market). It is a stark change for buyers who last year were lining up to put in an offer against dozens of other buyers. While homes that present well, are priced right, and are marketed the best are still seeing quick and multiple offers, it is no longer a given for homes to sell quickly for above list price.

**Prices are Predicted to Continue to Rise**

Home prices have now seen 121 consecutive months of year-over-year increases. The imbalance of more buyers than sellers continues even with increased inventory. Even with an increase month-over-month in 85212 from 4 month's inventory in April to 8 month's inventory in May, the imbalance puts an upward pressure on home prices.

Across the board, experts are forecasting a more moderate price appreciation than previous years, but predicting an above-normal year-over-year appreciation.

Throughout this year. With historic year-over-year home appreciation at 4%, the average of all 7 forecasts is 9%, a sizeable reduction from the 32.4% year-over-year growth we have seen in 85212 from May 2021 to May 2022.

The biggest takeaway is that none of the experts are projecting depreciation, but we are seeing a shift in the market. "Cooler prices are a leading indicator of a changing market," says Michael Orr. "They will only stop rising long after the market has cooled down."

**The Economy is Uncertain**

In May, the Consumer Price Index adjusted overall inflation to 8.3% from 8.5%, but the expectation from financial policy changes was to see inflation drop to 6.1%. The stock market was very volatile in May, and the Consumer Confidence Index has continued to drop since it rose in 2021. For the first time since the Covid-19 outbreak.

That said, investor demand in Phoenix metro for acquisition of properties to be used as rentals is at 21% of all home sales, which is an increase of 8.5% over April 2021. Purchases of property for a second home, however, decreased by 8.1% of purchases for owner occupation declined 19.4% from April 2021-April 2022. Overall sales in April 2021-April 2022 declined 13%.

**The Smart Way to Hedge Inflation**

One of the best ways to hedge rising inflation is with a fixed-rate mortgage. If you plan to be in your home for 3 years or more, your payment will continue to be a set dollar amount per month locking in your monthly housing payment over the life of the loan. This allows you to ensure that your housing payment will be a reliable amount that can help keep your budget in check. Even with rising housing prices and mortgage rates, transitioning from being a renter to being a buyer makes sense to set yourself up for a long-term win.

**What if I want to Move But Have a Home to Sell?**

The Klaus Team can make it easy to reduce your risk when buying and selling for one move. You can use our Buy Then Sell program to find your next home first, move, then sell your current house. Call the Klaus Team at 480.354.7344 to explore how this can open up your options.

## SPRING CLEANING What Can I Donate?

**CLEANING OUT YOUR PANTRY?**  
 You can donate unopened non-perishable food items to **United Food Bank** by bringing them to any Klaus Team open house or dropping them off at the Klaus Team office at 2910 S Ellsworth Suite 113, on the southeast corner of Ellsworth and Guadalupe. Biggest needs right now cereals, canned tuna or chicken, soups, canned vegetables or fruit, or rice and pasta.

**KIDS OR TEEN CLOTHING**  
**Kidz's Mission** (nonworking) has critical needs for clothing in good condition, especially summer clothing to meet the immediate needs of foster children. You can drop some off at the Klaus Team office or at Jack's Mission by calling 623-429-1592.

**FURNITURE, ADULT CLOTHING, AND OTHER HOUSEHOLD GOODS**  
 Two incredible organizations have needs for your other items. **House of Refuge** houses families experiencing homelessness in Southeast Mesa. Items donated are made available to families in need. **Bumblebee Acres Children's Home** also accepts donations, and sells the items at their thrift store to raise funds to support their group home for children who are separated from their parents.

**THIS WEEK'S EPISODE:**  
 In this week's episode of *85212 Homeowners*, we talk with Dave Richins, CEO of United Food Bank. We discuss what types of food to donate to food banks and what food banks do to combat food insecurity and waste in Arizona, as well as bringing light to initiatives to save wasted food from grocery stores, restaurants, and caterers in Arizona and how you can help support the Mesa Hydration Campaign.

**SPECIAL GUEST**  
 DAVE RICHINS  
 CEO, UNITED FOOD BANK

Listen online at [klaus.com/podcast](http://klaus.com/podcast) or wherever you listen to podcasts.

## Mesa Hydration Donation Campaign

HELP THE VULNERABLE DURING TRIPLE DIGIT HEAT

Donate bottled water to help the homeless and unsheltered during the summer

**June 1 - September 30**

We invite our community to join us in donating bottled water to help the homeless and unsheltered during the summer. Water donations go right to the places they're needed most as they are easily accessible by food-insecure seniors, homeless persons, and others who don't have access to steady air-conditioning and hydration.

"Water is essential for life," said Mayor Gallo. "These are people in our community that don't have the luxury of water and this is life and death for many people."

Cases of bottled water can be dropped off Monday through Friday from 8am-5pm at the Klaus Team office or you can call 480.354.7344 to schedule a pickup.

**DONATION DROPOFF**  
 2910 S Ellsworth Rd #113  
 SE Corner Ellsworth/Guadalupe

[www.mesaaz.gov/H2omesa](http://www.mesaaz.gov/H2omesa) #mesahydrates

# Print Newsletter Example #2 (Audience: Geographic Area)




5139 Main St  
East Petersburg, PA 17520  
OFFICE: (717) 949-7397



**ANDREW DELIVERS**  
**Real Estate News**

YOUR LOCAL MONTHLY MARKET RESOURCE | ISSUE 1 | September 2022

**Housing Market Conditions and Predictions**

Low inventory over the past two years has caused huge price gains for homeowners, but has made it hard for buyers to find a home. Now, with interest rates increasing, buyers are having an even harder time finding an affordable home.

Many of you get our monthly newsletter via email with market updates. Below is an abbreviated article that recently came out from Forbes. It gives a great overview of what is happening in the market and what is expected in the future. I hope it gives you some insight into what is currently happening in the real estate market.

There are many more who are hoping prices will drop—but that might not happen anytime soon. "If you're waiting for prices to suddenly plummet to what they were in the past, you're making a mistake," says Tabitha Mazzara, director of operations at Mortgage Bank of California. "The Fed has promised another interest rate boost. If you're ready to buy, don't wait because prices aren't headed dramatically downwards to what our parents paid. Things might dip a bit, but there's no cliff dive that's going to happen."

The cost of buying a single-family home jumped more than 20% nationwide in April from the same month last year, according to the latest S&P CoreLogic Case-Shiller Index.

But these higher costs are putting pressure on the housing market. The Mortgage Bankers Association (MBA) recently reported that a steep decrease in mortgage applications to buy and refinance "pushed the market index down to its lowest level in 22 years."

CONTINUED ON PAGE 2



**ANDREW BARTLETT**



**What's Inside...**

- Market Update
- Recent Listings
- Local Happenings
- Brand Ambassador
- HCB Foundation

If you're interested in a FREE Home Valuation, call us today at (717) 949-7397

MONTH	AVERAGE SALES PRICE	NUMBER OF NEW LISTINGS	NUMBER OF SALES	AVERAGE SALES RATE
JANUARY	\$318,272	371	387	3.40%
FEBRUARY	\$301,816	448	304	3.76%
MARCH	\$305,211	561	383	4.17%
APRIL	\$313,384	562	464	4.50%
MAY	\$337,580	617	492	5.23%
JUNE	\$322,216	712	582	5.22%

### LOCAL HAPPENINGS

10/1 - 9am to 4pm.....23rd Annual Lititz Artisans' Parkwalk - Lititz Springs Park  
 10/1 - 10am to 3pm.....Local Makers Market at Shops @ Rockvale - 35 Willowdale Dr, Lancaster  
 10/3 to 10/7.....Marheim Community Farm Show - 502 Adele Ave, Marheim  
 10/6 - 5pm to 8am.....First Thursday in Marheim - Marheim Downtown Historic Market Square  
 10/7 - 5pm to 9pm.....First Friday in Downtown Lancaster - 120 N Duke St, Lancaster  
 10/14 - 5pm to 9pm.....Lovin' Lititz Every Second - Second Friday in Lititz - Downtown Lititz  
 10/14 - 5pm to 8pm.....Second Friday in Elizabethtown - Downtown Elizabethtown  
 10/1 to 11/12 (MOST Friday & Saturday evenings).....Wine & Cheese Train Rides - Strasburg Railroad  
 301 Gap Road, Strasburg  
 10/1 to 12/31.....David - Sight & Sound Theatres - 300 Hartman Bridge Road, Ronks  
 10/1 to 10/30 (Saturdays & Sundays).....PA Renaissance Faire - 2775 Lebanon Rd, Marheim  
 10/28 - 5pm to 8pm.....Fourth Friday in Mount Joy - Downtown Mount Joy  
 11/5 - 12pm to 5pm.....Pumpkin Madness Festival - Cherry-Crest Adventure Farm - 150 Cherry Hill Road, Ronks

### HOUSING MARKET PREDICTIONS CONTINUED

Economists at Realtor.com recently revised their forecast for median sales price appreciation on existing homes to 6.6% in 2022, up from their previous prediction of just 2.9%.

Rising rent prices and now higher mortgage rates—which soared from an average of just 3.2% at the start of the year to 5.81% by mid-June—have driven up the cost of housing, pricing many people out of the market. This has caused home sales to begin falling as more people can no longer afford homes at the current heated prices.

For the fourth month in a row, existing-home sales dropped, sliding 3.4% in May from April and down 8.6% from the same period last year, according to NAR.

"The monthly (principal and interest) payment required for the average home purchase is up nearly \$900 since the start of the year, and factoring in current income levels housing is now within a whisper of the record low affordability seen at the peak of the market in 2006," said Ben Grubbs, president of Black Knight Data & Analytics, in a statement. "Even modest increases in either rates or home prices at this point would push us over that line."

The Realtor.com inventory forecast made a sharp change in course from the beginning of the year to now, going from just a 0.3% rise in inventory to their current prediction of a 15% jump in the for-sale housing stock.

### BRAND AMBASSADORS

Check out some of our local partners who we at Bartlett & Associates often utilize for their excellent and reliable services. We trust and highly recommend these local businesses and are happy to pass on our recommendations to you!





DISCLAIMER: Although we recommend, trust, and often utilize these businesses, we don't warrant their work.




**ANDREW BARTLETT REALTOR / TEAM OWNER**  
 BARTLETT & ASSOCIATES AT KELLER WILLIAMS ELITE  
 LICENSE #RS337521 | DIRECT: (717) 949-7397

### HCB FOUNDATION

### RECENT LISTINGS

119 1/2 N Charlotte  
**\$299,900**



336 N Christian A/B  
**\$929,000**



62 Ridings Way  
**SOLD**



33 Ruby  
**SOLD**



197 Orlan  
**SOLD**



1929 Millersville Pike  
**SOLD**



220 Sweetsboro  
**SOLD**



HCB Foundation is a 501C3 nonprofit organization that exists to help people who are struggling by providing rapid financial assistance. Here's how it works, everytime Bartlett & Associates has a real estate sale, a percentage of the commission earned is donated to HCB. Sometimes an outside donor will make a contribution to HCB as well.

We have formed community partnerships with pastors, social workers and other nonprofits in our area. When we receive an application for a need, the board votes on a recommendation regarding that request. If approved, funds are disbursed directly to help with that need. If you know of someone experiencing a similar situation, please reach out and we guide you on next steps.





# Print Newsletter Example #4 (Audience: Geographic Area)

**Sandra Rathe**  
Real Estate Team

#1 TOP AGENTS IN WEST MIRAMAR  
BROKER - ASSOCIATE

#1 TOP LISTING AND BUYERS AGENTS IN SUNSET

December 2022/ Volume 154  
**Neighborhood News**

Local Postal Customer  
PROFIT ETD EVIDENCE  
U.S. POSTAGE  
FIRST CLASS  
E00M RETAIL

**Dear Neighbors,**

As we head into the busy month of December with holiday parties, end of semester recitals, winter break for the kids, let's all remember to determine our goals for the upcoming year. Whether your goal includes a home remodel, a home sale, or a home purchase we are here to help you in any way that we can. If making a move is in your future, we have great news for you! Currently in Sunset Lakes there are only 15 homes for sale which means your competition within the neighborhood is low. We often see this around the holidays, as people don't want to be bothered showing their home. This mentality can actually be a huge mistake. During December, we usually see a much higher percentage of those looking be serious buyers. This means that it takes fewer showings to find our perfect buyer, and that perfect buyer has less to choose from until our busy spring season hits in February. If making a move is a priority, don't wait until after the holidays, call us now to make a plan that works best for you.

**Your Sunset Lakes Real Estate Specialists**

**ANOTHER NEW LISTING BY THE SANDRA RATHE TEAM**

We are closing up the year with this gorgeous five bedroom, three and a half bathroom, two story home located on a quiet cul de sac. With no neighbors in the front or back of the house, this private location offers spectacular views of the enormous lake from every angle. As an added bonus, this home includes a large loft that can be used as a study, reading area, or even a child's playroom. The numerous, oversized windows allow a flood of natural light and provide the perfect frame for the picturesque Florida skies and sparkling blue lake. The chef's kitchen is complete with granite counter-tops, wood cabinetry, decorative back-splash and a snack bar for casual meals or doing homework. An upgraded wrought iron stair railing leads to the master suite with a private balcony and two additional bedrooms on the second floor. Crown molding, beautiful chandeliers and upgraded blinds throughout add lovely detailing to the interior. You will absolutely love the fenced-in backyard and its South Florida vacation vibe! With the large pool, spa and patio, it's the perfect place to relax and is ideal for outdoor entertaining. Additional features include hurricane impact windows, doors on the lower level and accordion shutters on the second floor. All of this for \$1,250,000!

**Sandra Rathe**  
CONTACT US TODAY!  
C 954-547-4601  
SunsetLakes@SandraRathe.com  
www.SandraRathe.com

**Scan me!**  
AND JOIN OUR SUPER RAFFLE

Monitor your property value anytime, anywhere

**Luxury**  
Real Estate

**kw** | Relocation

**Scan me!**  
TO KNOW YOUR HOME VALUE!!

**Happy holidays!**

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## NEIGHBORHOOD NEWS

### Sunset Lakes Single Family Homes and Townhouses Sold in the Month of November 2022

Address	List Price	Sale Price	Beds	Baths	Half bath	Sq Ft Living	Garage	Pool	Waterfront	Short Sale	Foreclosure
38740 SW 39th Ct	\$1,245,000	\$1,090,000	6	3	1	3,722	3	Yes	No	No	No
29012 SW 55th St	\$1,049,000	\$970,000	5	5	0	3,361	3	Yes	No	No	No
29270 SW 28th Ct	\$760,000	\$765,000	5	3	1	2,606	2	Yes	No	No	No

Note: Information is obtained through the MLS system and is believed to be accurate but is not guaranteed. This advertisement is not to solicit already listed properties, we cooperate with all brokers.

A huge congratulations to our November raffle winner! Bob Engelman won a \$50 Gift Certificate to Doughboys Pizzeria. We hope that they enjoy a little family time, whether it was a pizza and movie night, or a night out in the cozy pizzeria! We know this for sure, the food was good, it was hot, and no one had to cook! It doesn't get any better than that! Make sure to check it out the next time you're in the mood for pizza!

**Join Our December Raffle!**

Holiday dinners can be stressful, especially if you're the one who is doing the hosting! We've got the perfect answer for you with this month's raffle item of a \$50 gift certificate to The Honey Baked Ham Co. courtesy of Clawson's Insurance. If a ham or turkey isn't on the menu, they offer a wonderful assortment of side dishes and desserts perfect to take to the holiday potluck! You won't want to miss this one!

To be a part of our raffle send an email to: SunsetLakes@SandraRathe.com. Please make sure to include your name, address, phone number, and put "December Raffle" in the subject line. If you have a small business and would like to provide a raffle item to help make someone smile and to get your name out there, we would love to feature your store, restaurant, or company! Please email us!



**Sweet Treats For Any Occasion**



It seems every time you turn around, there's a party or an event to go to this month. Who has time to bake that perfect dessert, or decorate cookies to take to work for the holiday party? Don't worry another second, just call Sweet Treats by Julie and order seasonal cookies that will make you a favorite at every party! These cookies are a treat for the eyes and the taste-buds! Check it out @sweettreatsbyjulieonlinewebshop.



**2022 - An Award Winning Year!**

What a wonderful way to end an already spectacular year! We are incredibly honored to have received the 2022 Best of Weston Award in the Real Estate Agent category! The Weston Award Program was established to recognize the best of local businesses in the City of Weston. This program identifies companies that, through quality service to their clients and their community, make Weston a great place to live and work. We recognize that Weston is full of top notch real estate agents and to be singled out is a distinction that we are thrilled about. We

truly believe that the heart of any city is the service that small businesses provide to their communities and it is our passion to deliver the very best! We love to showcase small businesses through our marketing and communication with our clients to ensure they have a true taste of the areas in which they are looking for homes. Receiving this award encourages us even further to continue our focus on developing strong relationships with our clients as well as our local business friends! Thank you City of Weston, we look forward to another great year!



The Sandra Rathe Team | Keller Williams Legacy | 954-547-4601 | SunsetLakes@SandraRathe.com | www.SandraRathe.com

### Raving Fans!

The Sandra Rathe Team consists of several amazing agents and is led by a powerhouse leader. Each partner has their own individual strengths that are needed to complete a real estate deal efficiently. Collectively, they have earned and maintain the respect, love, and repeat referrals from hundreds of past clients. Sandra and her team understand the importance of this purchase for clients buying for the first time. They also understand that the stress for clients who have purchased 5+ homes is equally the same in many ways. Their attention to detail, communication and overall desire to make each transaction seamless keeps their door revolving with repeat business. The Sandra Rathe Team takes great care in not only marketing your home, but also making you feel important throughout the transaction by paying attention to the things that are meaningful for each client and capturing that through gifts and small tokens of appreciation. Choose the Sandra Rathe Team for all your real estate needs - both residential and commercial. They are top tier in the Real Estate industry.



**Happy Holidays!**

Amidst all of the hustle and bustle that the holidays inevitably bring, it also encourages us to take a moment and reflect on the gifts of the past year. Whether it's new relationships, new financial opportunities, or simply a deeper appreciation for all that we have, there comes a recognition that we are all in this together. Our team wants to remind you that if you find yourself in need of any assistance that we might provide this Holiday, just give us a call, our elves are here for all of your real estate needs. Our team would also like to express our heartfelt gratitude for allowing us to be a part of your story this past year and to wish you and your families a holiday filled with peace, love, and moments of joy that take your breath away! May your New Year be filled with health and prosperity!

-Happy Seller & buyer

### Help Spread Some Holiday Cheer With Our Annual Toy Drive

As stressful as the holidays can be for some of us, imagine those families who are struggling to bring a little holiday magic into their own homes. We are working with KW Cares collecting new and unwrapped toys to spread some holiday cheer to those who might otherwise be feeling left out. This is such a wonderful opportunity to teach

your children about the gift of giving. Shop together and pick out a small gift to donate, teach them early the importance of taking care of each other! We would be happy to pick up donations, or gifts can be dropped off at our office. Call or text 954-547-4601 to coordinate. Gifts cards are also appreciated! Thank you in advance for your generosity!



### Making Our Clients Smile!

We think it's pretty clear how grateful we are for each and every one of you that has trusted us to be a part of your real estate journey! Our client appreciation events are truly one of our favorite ways to show our thanks and to reconnect with the families who we have come to consider friends. We want to thank those of you who came out to enjoy our "Holiday Pictures in the Park". It was great to see the smiles and the laughter as you cheered it up for that perfect holiday photo. A big thank you to Photos by Suky, the professional photographer who provided her services so that we might offer this complimentary service to our clients! We would also like to thank the following business partners for their support, helping to provide raffle prizes and goodies to ensure this was an event to remember: Clawson Insurance, HomeLife Simple Sale and Trade in Program, Juan Carlos "JC" Fris Area Manager @ Norcom Mortgage. We can't wait to see you next year!



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**Call us today for a no obligation free market analysis of your home!**

### Current Listings And Recent Sales By The Sandra Rathe Team

<b>SOLD!</b> Sunset Lakes Closed at \$1,350,000 6 Bedroom, 4 1/2 Bath We listed it and brought the buyer!	<b>SOLD!</b> Sunset Lakes Closed at \$1,400,000 5 Bedroom, 3 1/2 Bath Second Highest Sale In Sunset Lakes this Year	<b>SOLD!</b> Harbor Islands Offered at \$3,395,000 6 Bedroom, 5 1/2 Bath Intracoastal with direct ocean access!	<b>SOLD!</b> Sunset Lakes Offered at \$1,174,000 5 Bedroom, 3 1/2 Bath Wide Lake, Pool, New roof and impact windows	<b>SOLD!</b> Sunset Lakes Offered at \$1,250,000 5 Bedroom, 3 1/2 Bath Lake & Pool Impact Windows & Doors
<b>SOLD!</b> Sunset Lakes Offered at \$1,350,000 5 Bedroom, 3 Bath Under Contract First Week over list!	<b>SOLD!</b> Sunset Lakes Offered at \$699,999 3 Bedroom, 2 1/2 Bath Large Pool Fenced-in Backyard	<b>Pending</b> Sunset Lakes Offered at \$1,275,000 6 Bedroom, 5 1/2 Bath Under Contract First Weekend!	<b>Pending</b> Sunset Lakes Offered at \$1,350,000 7 Bedroom, 6 Bath Spacious Backyard	<b>Pending</b> Silver Lakes Offered at \$799,000 5 Bedroom, 3 1/2 Bath Freshly Painted Room For Pool
<b>SOLD!</b> Imagination Farms Offered at \$1,450,000 5 Bedroom, 4 Bath Hurricane Impact Windows/Doors!	<b>SOLD!</b> Sunset Lakes Closed at \$1,185,000 5 Bedroom, 5 Bath Highest Sale EVER in Vickyva	<b>SOLD!</b> Riverstone Offered at \$1,700,000 6 Bedroom, 4 1/2 Bath Lake Front Pool	<b>SOLD!</b> Chapel Trail Offered at \$799,000 Lake Front Smart House	<b>SOLD!</b> Triple H Ranch Parkland Offered at \$1,199,000 5 Bedroom, 4 Bath Lake Front New Construction
<b>SOLD!</b> Southwest Ranches Closed at \$4,450,000 5 Bedroom, 5 Bath Pool and acreage Cash Buyer!	<b>Rented</b> Sunset Lakes Rented at \$7,500/Month Multiple Offers!	<b>SOLD!</b> Sunshine Ranches Closed at \$4,950,000 5 Bedroom, 4 1/2 Bath 4 1/2 acres Cash Buyer!	<b>Pending</b> Silver Lakes Offered at \$1,050,000 5 Bedroom, 4 Bath Lake Front Pool	<b>SOLD!</b> Riviera Isles Closed at \$1,350,000 Highest sale ever in Riviera Isles! \$250K over the last highest sale!

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# Newsletters

Step One

## Determine your who and how

1. Who Is Your Audience?
2. How Will Your Newsletter Be Delivered?
3. How Often Will Your Newsletter Be Delivered?



Step Two

## Design and Plan

1. Design Your Newsletter
2. Plan the Content



Step Three

## Optimize Your Results

1. A/B Testing



Step Four

## Consider Additional Lead Generation Strategies

1. Growing Your Audience
2. Marketing Your Newsletter



Step Five

## Assign the work

1. Roles and Responsibilities

# Step 1: Determine Your Who and How

The success of your newsletter depends on answering three questions:

1. Who is your audience?
2. How will your newsletter be delivered?
3. How often will your newsletter be delivered?

## Who Is Your Audience?

The first step is to identify your target audience. Getting specific on who is receiving your newsletter allows you to curate content that fits your audience's persona with timely news and solutions. Audiences can be selected in a multitude of ways. In some cases it may be a geographic territory, a shared hobby, businesses you are aligned with, your entire database, or portions of your database depending on where they are in the sales cycle.

**3 Most common audiences for real estate newsletters are:**

1. Your database
2. Real Estate Referral partners
3. Specific zip codes/neighborhoods

## How Will Your Newsletter Be Delivered?

The two primary ways real estate agents distribute newsletters are via email and print. Considerations when choosing between email and print:

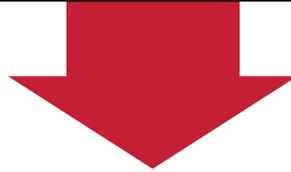
	PROS	CONS
EMAIL	<ul style="list-style-type: none"><li>• Lower Cost</li><li>• Environmentally Friendly</li><li>• Scalable</li><li>• Flexibility to Update Content</li><li>• Ability to Reach Any Audience</li></ul>	<ul style="list-style-type: none"><li>• Lower Response Rate</li><li>• Ability to Unsubscribe</li><li>• Geographic Farming Is More Difficult</li><li>• Audience May Change Email Address</li></ul>
PRINT	<ul style="list-style-type: none"><li>• Higher Cost</li><li>• Easier to Do Geographic Farming</li><li>• Delivery Regardless of Subscription</li><li>• Easier to Get Sponsors for Print</li><li>• Homeowners Change, but Addresses Don't</li></ul>	<ul style="list-style-type: none"><li>• Higher Response Rate</li><li>• Reliant on US Postal Service</li><li>• Not Environmentally Friendly</li><li>• Must Be Purposeful with Content</li></ul>

*In most cases, the right answer is both.*

Print and email newsletters can reach different audiences and produce different average response rates. A print newsletter may be best for geographic farming where you can concentrate on the group of people and monitor response rates. Email newsletters can easily reach a large audience so email should be considered for your referral partners nationwide.

## How Often Will Your Newsletter Be Delivered?

Consistency is crucial to keeping your audience engaged. Real estate newsletters are sent weekly or monthly depending on the chosen delivery method. Marketing Sherpa, a marketing firm that analyzes consumer behavior, looked at a wider range of companies and areas of business and determined that roughly 60% of consumers wanted to receive email newsletters at least weekly.



That being said, **the number one reason why consumers unsubscribe from email marketing is because they are receiving them too often.**

The truth is there is no definitive data on how often a real estate agent should send their newsletter. Suffice to say, choose a cadence that allows you to put out a quality product with valuable and timely information. Be comfortable that no matter how amazing it is, some folks will choose to opt out.



What we've learned is that there is no right answer! Just the right answer for you and your business.

***There are several factors you can consider when making a decision:***

1. The time you have to dedicate to planning, creating, and delivering your newsletter
2. The amount of valuable content you have to share
3. The audience you've selected

## Step 2: Design and Plan

**The success of your newsletter ultimately depends on the visual quality of your design and the value provided in the content.**



Combine eye-catching design with timely, quality information and your newsletter will become valued and anticipated by your audience.

### Design Your Newsletter

First impressions are important. A good design will influence how your readers perceive your brand as well as how likely they are to continue to read your newsletter.

**There are several key components that every newsletter should have to encourage open and click-through rates:**

#### 1. Eye-catching subject line (electronic)/ above the fold graphics (print)

Add a personalized element to the subject line or above the fold headline to grab their attention. For email newsletters, make sure your subject line hovers around 50 characters or less and leaves your audience curious. For example, “The listing you’ve been waiting for.” This encourages your audience to click through to find the gold at the end of the rainbow. For print, put an attractive image or headline above the fold.

#### 2. Engaging title

Stay away from calling your newsletter “Jason Abram’s Newsletter”. Instead, include the problem you are trying to solve or information you are providing. Try something like “Jason Abram’s Real Estate Insider”. It can be as simple as “The 78703 News You Can Use” if your audience is hyperlocal.

#### 3. Clear and bright graphics

Pictures are worth a thousand words. Your graphics should represent the section and tell a story. Bright colors capture attention and the audience is more likely to stay on that section.

#### 4. Easy-to-read layout

Make section titles and graphics larger in text so when skimming your audience’s eyes know where to go. Keep section titles central and include plenty of white space between sections to improve readability.

#### 5. Call-to-Action (CTA)

What do you want your audience to do when they are done reading? Include a clear CTA to help your business. It can be as simple as “CALL ME” or “VISIT MY WEBSITE”. Whatever it is should tell your audience what to do.

#### 6. Contact information

Including contact information shows your audience that you are a real person and tells them how to get in touch with you.

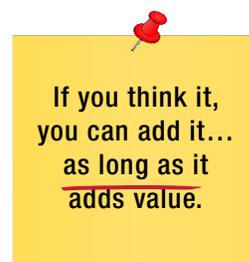
#### Pro Tip:

Make your Call-to-Action easy by creating a QR code. Use a QR code generator that takes them directly to your website, adds you as a contact to their phone, or sends you a text message.

## Plan the Content

When deciding on the content you want to include in your newsletter, first think about your audience and then what will provide them the most value.

- If your newsletter is zip code or neighborhood focused, valuable information may be community events, market updates, or listings for sale.
- If your newsletter is distributed to your entire database, you may want to focus on brand awareness. You might include tips for buying or selling, real estate articles, or photos from an event you recently ran.



### Best Practices for Planning Your Newsletter Content:

1. **By templating**  
*Systematize your newsletter design and content, you are creating an easy-to-update newsletter for yourself and a consistent experience for your audience!*
2. **Include click-through links**  
*Add links in your newsletter to lead your readers where you want them to go. These can be links that will take the reader to a larger article, a website to register for an event, or a landing page to sign up for a free home valuation.*
3. **Keep it short and sweet.**  
*Avoid writing really long paragraphs. Keep it concise and informative. If more information is needed, use a click-through article.*
4. **Use different content elements.**  
*Use videos and images interchangeably to get your point across and keep the reader engaged. You should have 80% text and 20% visuals.*
5. **Use tools to check your grammar, spelling, and reading level.**  
*Make sure your content is well written and at an appropriate reading level for your audience using tools such as Grammarly or Hemmingway Editor.*

Reference Tech Play [#15](#) and [#17](#) to learn more about how you can use technology in this section.

## Step 3: Optimize Your Results

**Remember,  
data is the new dollar.  
Check the data!**

It is the best way to understand if your readers are enjoying and finding value in your newsletters!  
*There has never been a time in history where the access to data and the ability to make quick changes has been as prevalent as it is today.*

### A/B Testing

The idea of A/B testing is simple. You send two different newsletters to two groups of people in order to determine which performed best. For email newsletters that may be dependent on open and click-through rates. For print, it may be the response rate to a call-to-action or MOFIR (Make Offer For Immediate Response).

#### Print

Response rate is the best way to understand performance on a mailed newsletter.

***Response Rate:** The percentage of people that responded to a CTA.*

A printed newsletter might generate a 3-5% response rate. However, if the goal of your newsletter is brand awareness, you're succeeding by starting.

#### Email

The two best ways to track email newsletter performance is open rate and click-through rate.

- 1. Open Rate:** The number of people that opened an email.
- 2. Click-Through Rate:** The number of people that clicked on a hyperlink or image within a particular

### Best Practices for A/B testing:

- 1. Spend time on your subject line.**  
Review the open and click-through rates on your newsletter to identify words and phrases that motivate clients to open the email. Use only 6-10 words in your subject line.
- 2. Be strategic with your timing.**  
When you send the email is almost as important as what's inside the email. Look at what days and times produced the most successful open rates and use scheduled send. Your goal should be to meet your audience where (and when) they are.
- 3. Use more links.**  
Keep your sentences short and use more links. Better yet, make them shareable to others!
- 4. Ensure your newsletter is mobile friendly.**  
People spend a lot of time on their phone and should be able to experience a great version of your newsletter.
- 5. Your Sender Name should be recognizable.**  
Use a real person's name to increase the odds of your newsletter being opened.
- 6. Segment your audience.**  
The four main types of segmentation are demographic (education, occupation); psychographic (beliefs, values); behavioral (actions taken on a website); and geographic (location).

**Pro Tip:** Track mail delivery through a USPS Informed Visibility® account to compare delivered mail to responses.

## Step 4: Consider Additional Lead Generation Strategies

**“How does my newsletter become a multiplier for everything else I'm doing and vice versa?”**



If you're going to send newsletters, it's important to understand how you are going to generate more leads from your efforts. An example of this is adding a link to your newsletter to every email that you send.

### Make Your Newsletter a Multiplier

**THREE** simple ways to increase the power and reach of your audience:

**1.** Add everyone in your database

Everyone you know should be in your database and everyone in your database should be receiving your newsletter. Every time someone new gets added to your database, they should be added to your newsletter distribution list.

**2.** Send to referral partners

By adding your referral partners to your newsletter distribution list you are not only keeping yourself top of mind as a referral partner, but you are showing them the kind of information and care you give to your database. This instills in them more confidence that you're the right referral partner for them.

**3.** Marketing your newsletter

Your newsletter is a reflection of you and your brand. By showcasing it as much as possible, you are marketing yourself to a wide range of people that may be looking to buy or sell.

#### Ways to market your newsletter:

1. Add a link/landing page to sign up on your website
2. Dedicate a space for archives on your website or shared drive
3. Link at the bottom of your email signature/marketing materials
4. Bring print copies to open houses
5. Drop off print copies at small businesses in your area
6. Link/post on social media
7. Talk about it!

# Step 5: Assign the Work

Who will do the work?  
Hire to the organization chart  
OR  
hire it done.

There is no right answer as everyone should do what's best for them and their business. The biggest factors to consider are time, budget, and expertise.

## ROLES AND RESPONSIBILITIES

### 1. Hire to the Organization Chart

- 1. Do it yourself
- 2. Assign it to someone on your team

	Pros	Cons
Do it yourself	<ul style="list-style-type: none"> <li>• Control over time, budget, and content</li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming: You are creating and sending when you could be meeting with clients</li> </ul>
Assign it to someone on your team	<ul style="list-style-type: none"> <li>• You get more time back, while still keeping creation inside the business</li> </ul>	<ul style="list-style-type: none"> <li>• It may not have your voice</li> <li>• Cost of their time (hourly or diverting their time if they are salary)</li> </ul>

### 1. Hire it Done

- 1. Leverage a virtual assistant
- 2. Hire a professional

	Pros	Cons
Leverage a virtual assistant	<ul style="list-style-type: none"> <li>• You get some time back</li> <li>• Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>• Language/tone difference</li> <li>• Variability in skills/may require more training</li> </ul>
Hire a professional	<ul style="list-style-type: none"> <li>• You get more time back</li> <li>• They know how to use the layout software to make it look beautiful and intriguing</li> </ul>	<ul style="list-style-type: none"> <li>• Higher cost</li> <li>• May have strong design opinions</li> </ul>

There are pros and cons to each; the biggest being cost and time. By creating and sending newsletters yourself, you control the budget and the time spent on the tasks. When leveraging someone else to do it, you now have added costs.

Reference Tech Play [#23](#) to learn more about how you can use technology in this section.

# Get Started!

**You've done all of the planning you can do, now it's time to send your first newsletter!  
Below is a list of companies and websites to help you get started.**

**As always, your first stop should be **Command!****

## **Companies That Print + Mail**

1. Lob
2. Postie
3. Vista Print

## **Print + Mail Options**

1. Any office supply store + Post Office/UPS/FedEx

## **Email Design + Send Platforms**

1. Command  
*(Email or Mailchimp)*
2. GetResponse
3. Mailchimp
4. Constant Contact
5. Moosend
6. Gmail
7. ConvertKit

## **Email or Print Design Platforms**

1. Canva
2. Visme
3. Adobe Spark
4. Design Wizard

Reference Tech Play [#7](#) to learn more about how you can use technology in this section.

One of the greatest ways to live up to the quotes above is to create and curate your own newsletter. The best way to be consistent in your audience member's life is to have valuable information delivered consistently turning you into their local economist of choice.

*As we say in the news biz,*

- *keep the good stuff above the fold*
- *don't be wordy with your headlines*
- *if you can say it in 2 lines, don't use 4*
- *pictures sell*
- *and always cite your sources.*

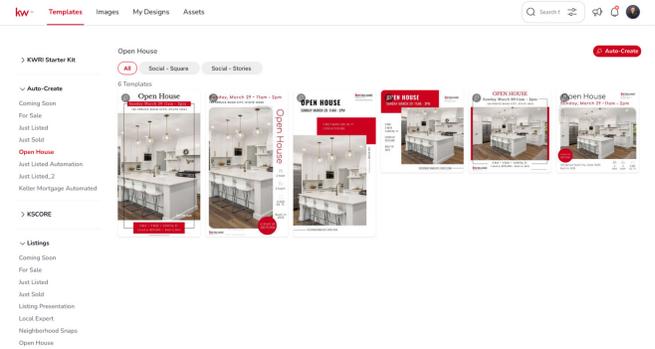
# #15 CREATE MARKETING MATERIAL

Command's Designs applet allows agents to customize hundreds of social or print design templates. Preferred materials, DBA logo, headshot, & team images can be saved as custom assets. Select collections offer design automation. Choose open house collection, select listing, provide open house details, confirm agent info, and create six different templates automatically.



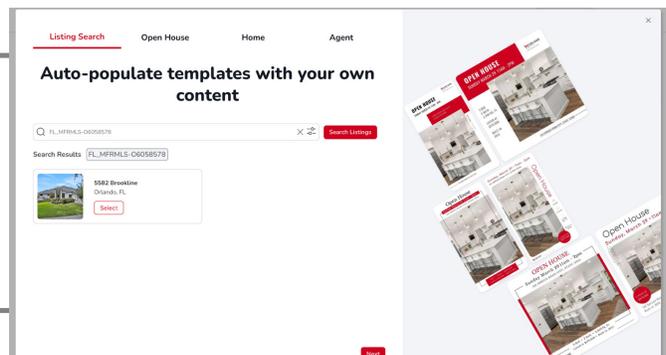
## SELECT AUTOMATED COLLECTION

1. Browse automated collections on left menu
2. Choose "Auto-Create"



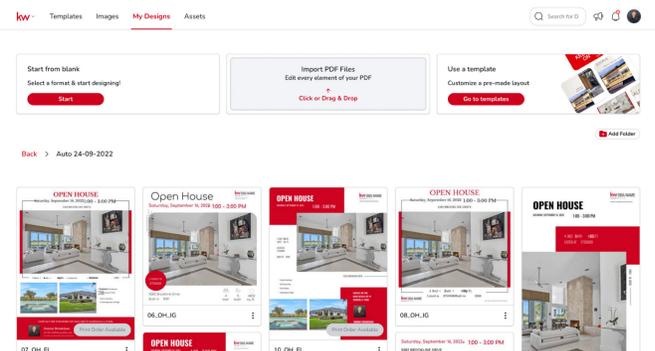
## CONFIRM DETAILS

1. Search for Listing
2. Confirm Open House details
3. Confirm property details
  - a. Brought in from MLS
4. Confirm Agent info



## VIEW COMPLETED DESIGNS

1. All templates from collection will be added to folder
2. View, download, or save any template desired



# #17 USE MARKETING MATERIAL (PRE MADE)

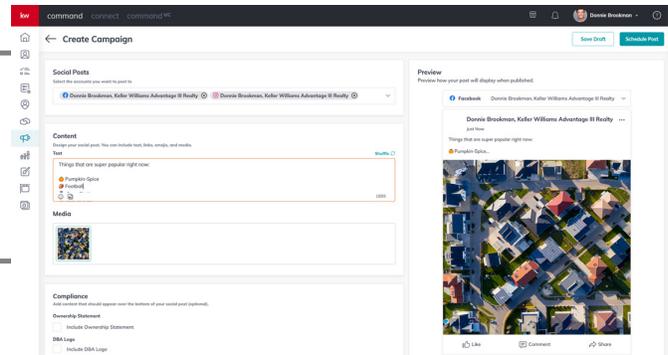


Command offers a variety of “ready to use” marketing pieces. HTML Email Templates, Social Media Posts, Direct Mail, & SmartPlans are some examples.



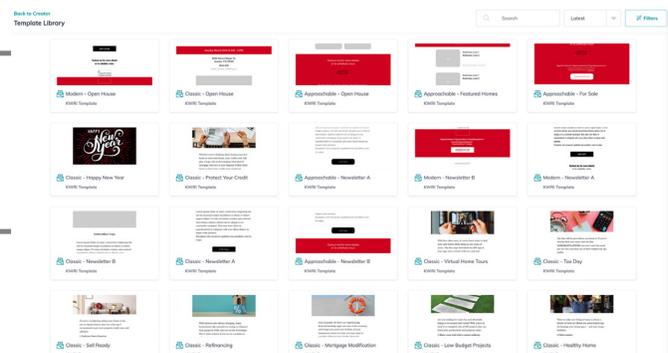
## QUICK SOCIAL POSTS

1. Campaigns > Social Posts
2. Browse “Quick Posts” and use share button
3. Choose to publish immediately or schedule post



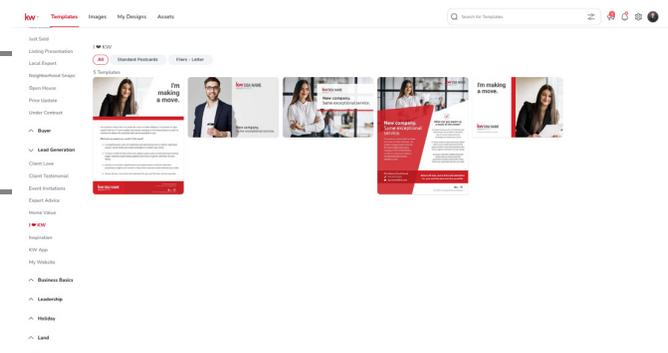
## HTML EMAIL TEMPLATES

1. Campaigns > Email
2. Create Campaign > Email
3. Browse 70+ ready to use templates



## POSTCARDS AND FLIERS

1. Designs > Create Design > Print
2. Lead Generation category > I ♥ KW



# #23 *MANAGE DAILY TASKS*

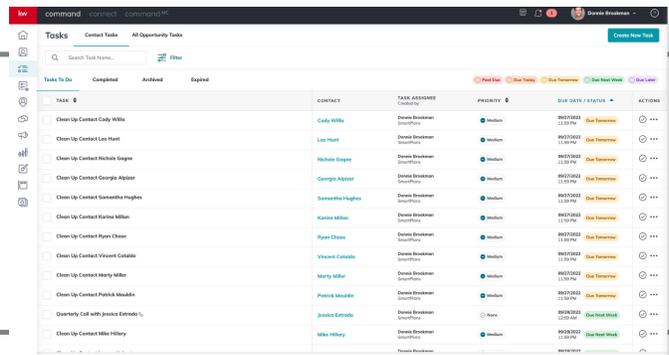


Command's tasks applet helps agents stay on top of daily tasks. Tasks can be related to a contact, opportunity (transaction), or general. Tasks created from SmartPlans and Opportunity checklist templates will appear in the tasks applet. Team rainmakers can manage tasks for themselves and team members. On the go, agents can quickly see what is due today, soon, or past due using the Command App. The Command App can be used by agents to complete, reschedule, or delete tasks.



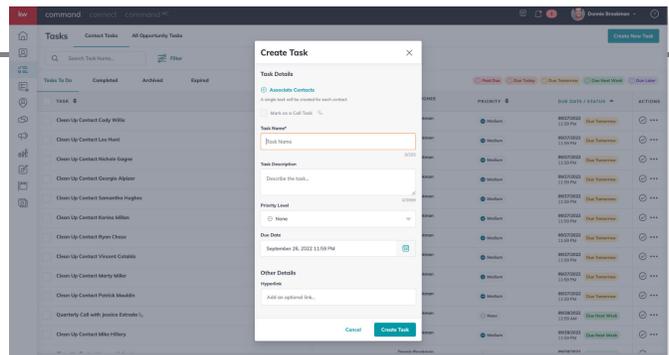
## **MANAGE DAILY TASKS**

1. See contact tasks or opportunity tasks using tabs
2. Check off tasks to complete a bulk action (complete/reschedule)
3. Check off tasks when done
4. Filter by due date or priority



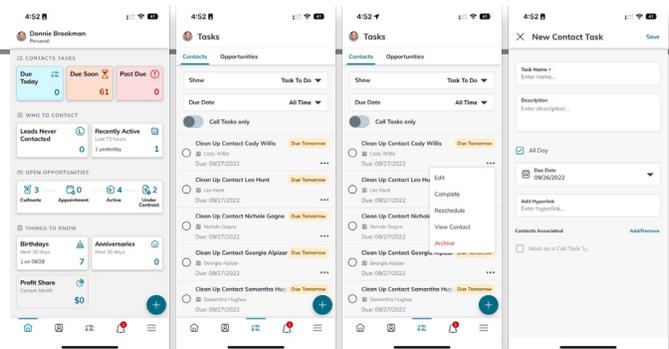
## **CREATE A NEW TASK**

1. Tap "Create New Task" button
2. Associate contact(s) (optional)
  - a. Will log to contact's timeline
3. Provide task description
4. Determine priority level
5. Due date + time
6. Add hyperlink (optional)
7. "Create Task"



## **MANAGE DAILY TASKS (COMMAND APP)**

1. View Due Today, Soon, and Past due on dashboard
2. Click tasks applet to filter specific tasks by status or due date
3. Use menu to edit, complete, reschedule, or display associated contact
4. Use blue + to create new task



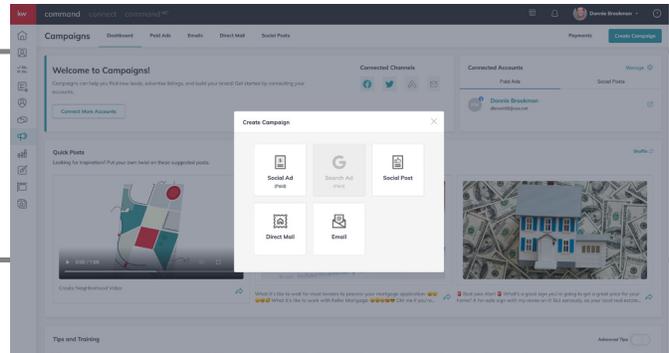
# #7 SEND EMAIL BULK

Command provides agents up to 5,000 emails monthly with the option to upgrade. Emails can be sent in bulk through an Email Campaign. Email campaigns can use existing templates or custom templates created. Agents can choose to send immediately or schedule for the future. Email lists can be created and saved by contact tags in existing database. Emails campaigns are tracked on individual contact timelines.



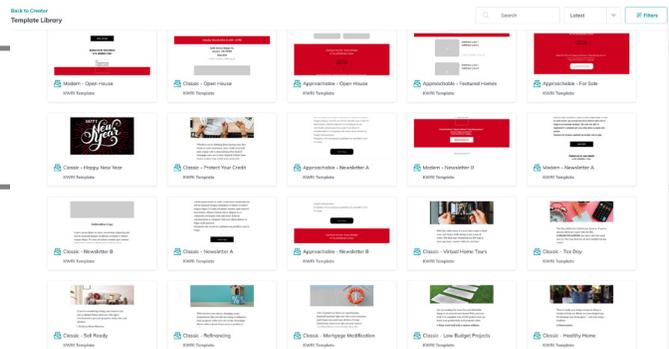
## CREATE EMAIL CAMPAIGN

1. Campaigns Applet > Email Tab > Create Campaign
2. Choose Email
3. Name the campaign and select a goal



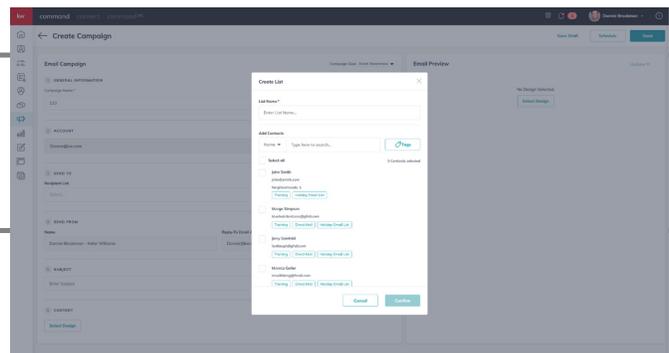
## SELECT A TEMPLATE

1. Browse existing templates
2. Create new template from scratch



## CHOOSE EMAIL LIST

1. Choose previously saved list
2. Create new list
  - a. Filter contacts by tag



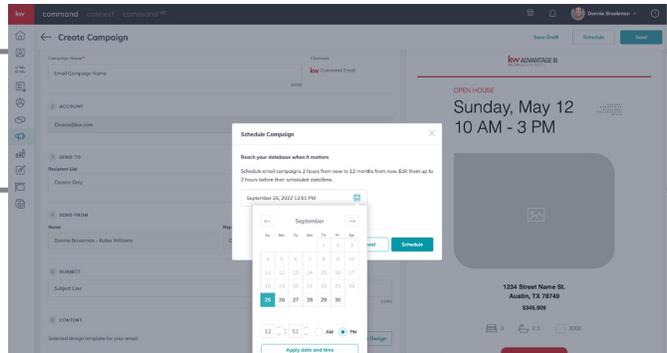
# #7 SEND EMAIL BULK (CONT.)



Command provides agents up to 5,000 emails monthly with the option to upgrade. Emails can be sent in bulk through an Email Campaign. Email campaigns can use existing templates or custom templates created. Agents can choose to send immediately or schedule for the future. Email lists can be created and saved by contact tags in existing database. Emails campaigns are tracked on individual contact timelines.

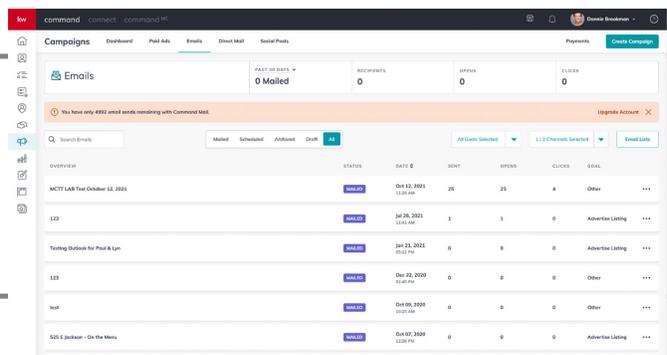
→ **SEND EMAIL CAMPAIGN**

1. Send immediately
2. Schedule send (optional)



→ **TRACK CAMPAIGN PERFORMANCE**

1. Track emails sent, opens, and clicks
2. Click on email campaign for detailed metrics:
  - a. Who sent, delivered, opened, clicked, unsubscribed, not sent, and not opened



→ **UPGRADE COMMAND EMAIL**

1. Agents receive up to 5,000 emails complimentary
2. Upgrade for additional monthly emails (optional)

