



Q2 Marketing Checklist

- ☐ Set new goals (e.g., number of transactions, revenue targets).
- ☐ Send seasonal and timely postcards — Just Listed/Just Sold, Mother's and Father's Day, Recipes, etc.
- ☐ Take a real estate course or attend webinars for new trends or market regulations.
- ☐ Make phone calls to past clients with H-N last names.
- ☐ Refresh social media profiles (e.g., Instagram, Facebook, LinkedIn) with new content and listings.
- ☐ Schedule meetings with potential buyers and sellers for the upcoming season.
- ☐ Host an outdoor event with a local business where you can socialize while supporting the community.
- ☐ Thank your past clients by enrolling them in the Automated Client Follow-Up Program.
- ☐ Plan and deliver your pop-by gifts — think about what a gardener or outdoor chef would like.
- ☐ Send monthly newsletters — direct mail, digital or both for a multichannel campaign.
- ☐ Reach out to past clients and ask them to leave testimonials on your online profiles.
- ☐ Create a targeted marketing campaign (e.g., online ads, postcards, social media).
- ☐ Reach out to clients who showed interest in the first quarter.
- ☐ Order gifts for your recently closed clients.