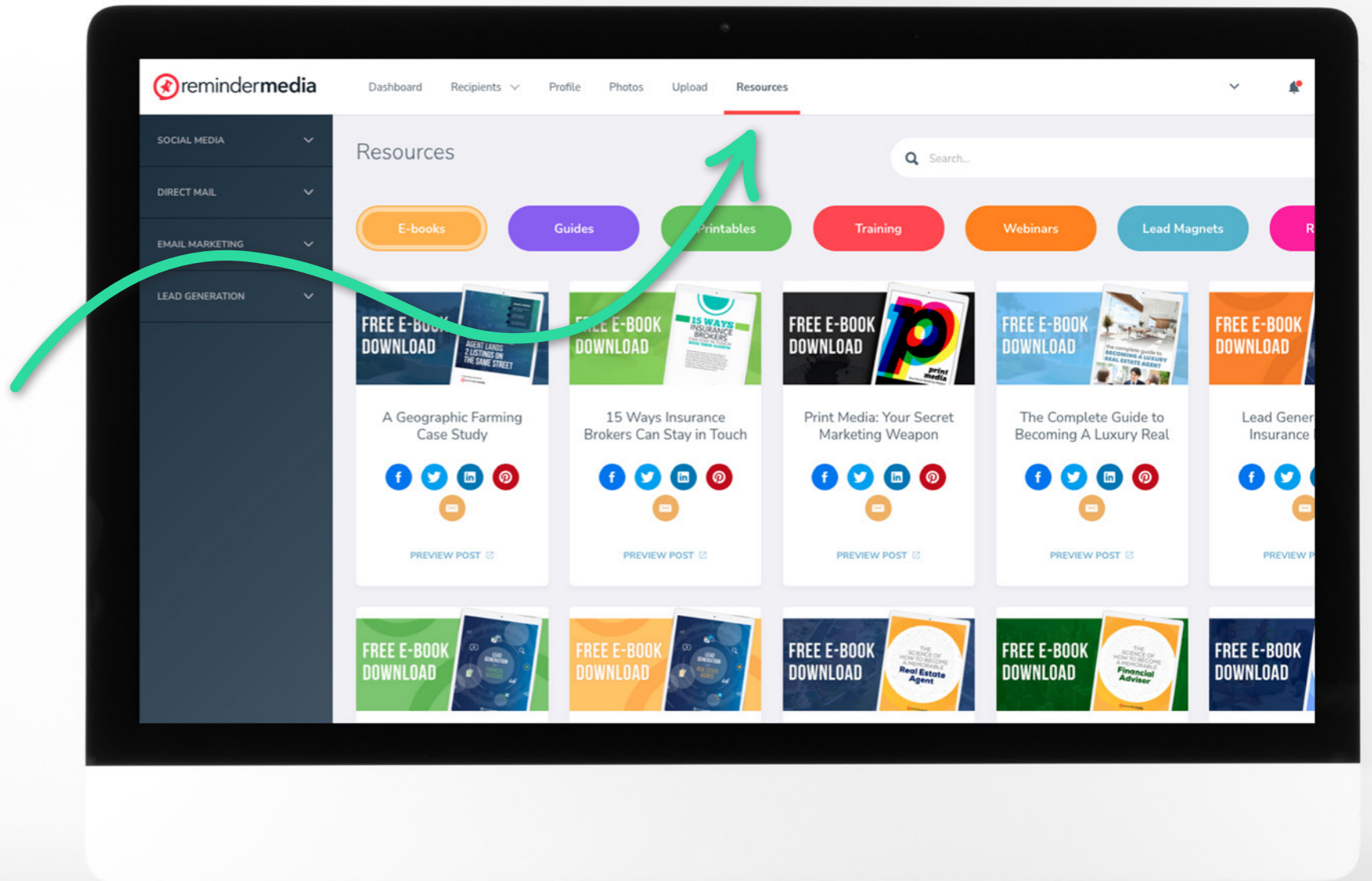
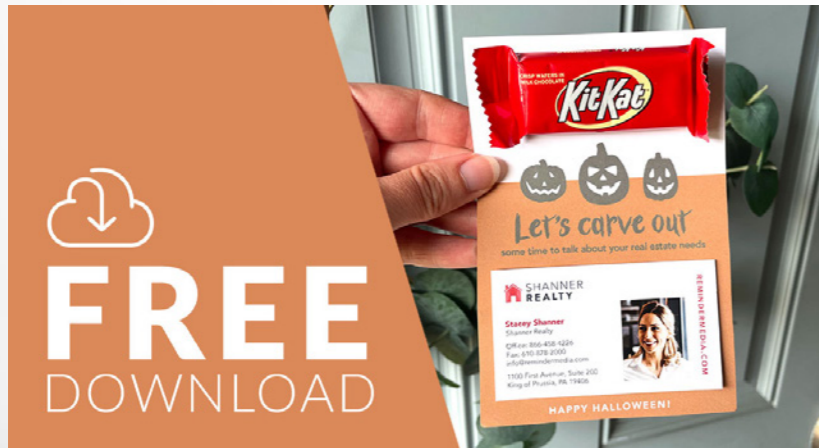


# FREE RESOURCES!



Available at [ReminderMedia.com/resources](https://ReminderMedia.com/resources)  
and available in your account.

# NEW **\$TAY PAID** PODCAST EPISODES EVERY MONDAY AND THURSDAY!



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EPISODES #389  
& #141



**JANET BRINCK**

EPISODE #472

Listen at [StayPaidPodcast.com](https://StayPaidPodcast.com), Apple Podcasts, or Spotify

# YOUR 2024 MARKETING PLAN: A PATH TO \$100K OR MORE

Presented by  
**Luke Acree, President, and Josh Stike, Chief Marketing Officer**



# THE IMPORTANCE OF A MARKETING PLAN



## **Helps you to stay financially on track**

- *Keep track of what you spend on each strategy*



## **Helps you to set benchmarks & goals**

- *Set realistic marketing expectations*
- *Understand & calculate the ROI of each tool*



## **Helps you to put money into the right strategies**

- *Less on what doesn't work*
- *More on what does work*



## **Helps you identify new opportunities along with keeping your team focused**

# CREATING A MARKETING BUDGET

- The adage, “you have to spend money to make money” is true.

53%

of agents spend less than \$5,000 on their marketing

52%

of agents with a GCI over \$300,000 spent more than \$20,000 per year

20%

of these top producers spend more than \$80,000 on their marketing each year

- The average marketing budget for a service-based sales professional is about 10% of their commission income.
- Lead with revenue.
  - Look at what's working and keep doing more of that.
  - Re-examine your sales from the previous year.

# MARKETING REVENUE CALCULATOR

- Your marketing budget cannot happen until you set revenue goals for your business.
- Once you've established goals, then you can start to calculate a budget.
- Reverse engineer to determine where your deals are going to come from.
- Plug in your information and develop the revenue needed to reach your goals.
- Determine how many transactions are needed and select the appropriate channels.



Try this free lead calculator spreadsheet to help at [remindermedia.com/calculator/](http://remindermedia.com/calculator/)

# INCOME GOAL

*You want to  
make this much...*



**\$100,000**

*Profit*

# GROSS COMMISSION INCOME

*... first, find how much you need to make overall*

**TAKE HOME INCOME**  
(40% of GCI)

**\$100,000**

**OPERATING EXPENSES**  
(30% of GCI)



**?**

**COST OF SALES**  
(30% of GCI)



**?**

**GROSS COMMISSION INCOME (GCI)**



**?**



# THE MATH

Take Home Income

**\$100,000**

**÷ .4** (40% of GCI)

**=**

**\$250,000**

GCI

**\$250,000 × .3 = \$75,000**

Operating Expenses

**\$250,000 × .3 = \$75,000**

Cost of Sales

# HOW MANY TRANSACTIONS?

Average Home Price  
**\$436,800\***

**x** **.03** (3% Average Commission)

**=** **\$13,104**  
Average Commission

**\$250,000** **÷** **\$13,104** **=** **19** **Homes** **\$8,299,200**  
GCI Avg. Commission Sales Volume

\*Median sales price of homes sold in the US in the first quarter of 2023 according to Federal Reserve Bank of St. Louis

# RECAP

$$\text{\$100,000} \div .4 = \text{\$250,000}$$

*Income* ——— *Profit Margin* ——— *GCI*

$$\text{\$250,000} \div \text{\$13,104} = 19$$

*GCI* ——— *Avg. Commission* ——— *Homes*

$$19 \times \text{\$436,800} = \text{\$8.3M}$$

*Homes* ——— *Avg. Home Price* ——— *Sales Volume*

# HOW DO YOU GET THERE?

**SPHERE OF INFLUENCE  
(REFERRAL & REPEAT BUSINESS)**

**EXPIRED LISTINGS**

**FSBOs**

**PAID ADVERTISING  
(FACEBOOK, INSTAGRAM,  
YOUTUBE, GOOGLE)**

**FARMING**

**OPEN HOUSES**

**ZILLOW, REALTOR.COM,  
TRULIA, ETC.**

**SEMINARS**

BUYERS

40  
*percent*



SELLERS

63  
*percent*



**FOUND THEIR AGENT THROUGH REFERRALS  
OR USED THE LAST AGENT THEY WORKED WITH.**

# SPHERE OF INFLUENCE MARKETING CAMPAIGNS

## Magazine

- 31% referred their professional BECAUSE of the magazine
- 67% agree that receiving the magazine has influenced them to conduct repeat business with their professional
- 21% passed along the magazine or tear out card to share professional's contact info

## Digital Marketing Platform

- 74% anticipate receiving their Digital Magazine
- 55% open their Digital Magazine the same day they receive it
- 25% shared their Digital Magazine/ recipe to pass along professional's contact info

Source: 2023 GfK MRI-Simmons Survey



# HOW TO HIT YOUR TRANSACTION GOAL WITH REMINDERMEDIA'S PLATFORM

TOTAL TRANSACTION GOAL = 19 HOMES

*60% from SOI/Referrals*

**11 TRANSACTIONS**

*20% from Paid Advertising*

**4 TRANSACTIONS**

*20% from Farming*

**4 TRANSACTIONS**

NATIONAL BESTSELLER

IT'S NOT ABOUT THE MONEY...  
*It's about being the best you can be!*

"Whether you are just getting started or are a veteran in the business, this is the step-by-step handbook for seeking excellence in your profession and in your life."  
—Mark Victor Hansen, cocreator, #1 New York Times bestselling series  
*Chicken Soup for the Soul*, coauthor, *The One Minute Millionaire*

# The Millionaire Real Estate Agent

GARY KELLER  
WITH DAVE JENKS AND JAY PAPASAN

## FROM GARY KELLER'S THE MILLIONAIRE REAL ESTATE AGENT:

17% of your nurtured database  
contacts should turn into a transaction.



# POTENTIAL FROM SOI/REFERRALS: 11 TRANSACTIONS

60% of your 19 total transactions = **11 transactions**

## MAGAZINE TOUCHPOINTS

With a closing rate of 15%, to get 11 transactions you'll need **73 total referrals**

$11 \text{ transactions} / .15 \text{ closing rate} = 73 \text{ referrals}$

With a 31% referral rate over 12 months, you'll need to **send the magazine to 236 people**

$73 \text{ referrals} / .31 \text{ referral rate} = 236 \text{ people}$

At \$4.49 per magazine, sent bi-monthly to 236 people the **annual cost is \$6,358**

$\$4.49 \times 236 \text{ people} \times 6 \text{ times a year} = \$6,357.84 \text{ total investment}$

11 transactions at the avg commission per home gives you **total gross of \$144,144**

$11 \text{ transactions} \times \$13,104 \text{ avg commission} = \$144,144 \text{ total gross}$

Total gross for 11 transactions less the cost of the magazine **gives you a profit of \$137,786**

$\$144,144 \text{ total gross} - \$6,358 \text{ magazine cost} = \$137,786 \text{ profit}$



# 70 AUTOMATED TOUCHPOINTS

## MAGAZINES

6 TOUCHPOINTS  
PER YEAR

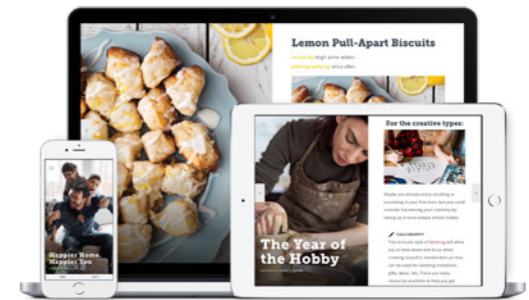
Magazine  
mailed every  
other month



## DIGITAL MAGAZINES

12 TOUCHPOINTS  
PER YEAR

Digital Magazine  
sent every month



## LOCAL EVENT EMAILS

26 TOUCHPOINTS  
PER YEAR

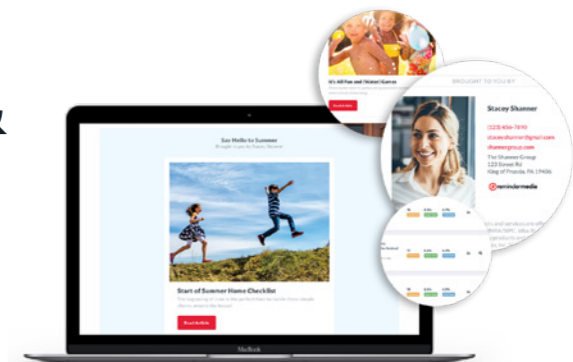
Local Event  
emails every  
other week



## ARTICLE NEWSLETTERS

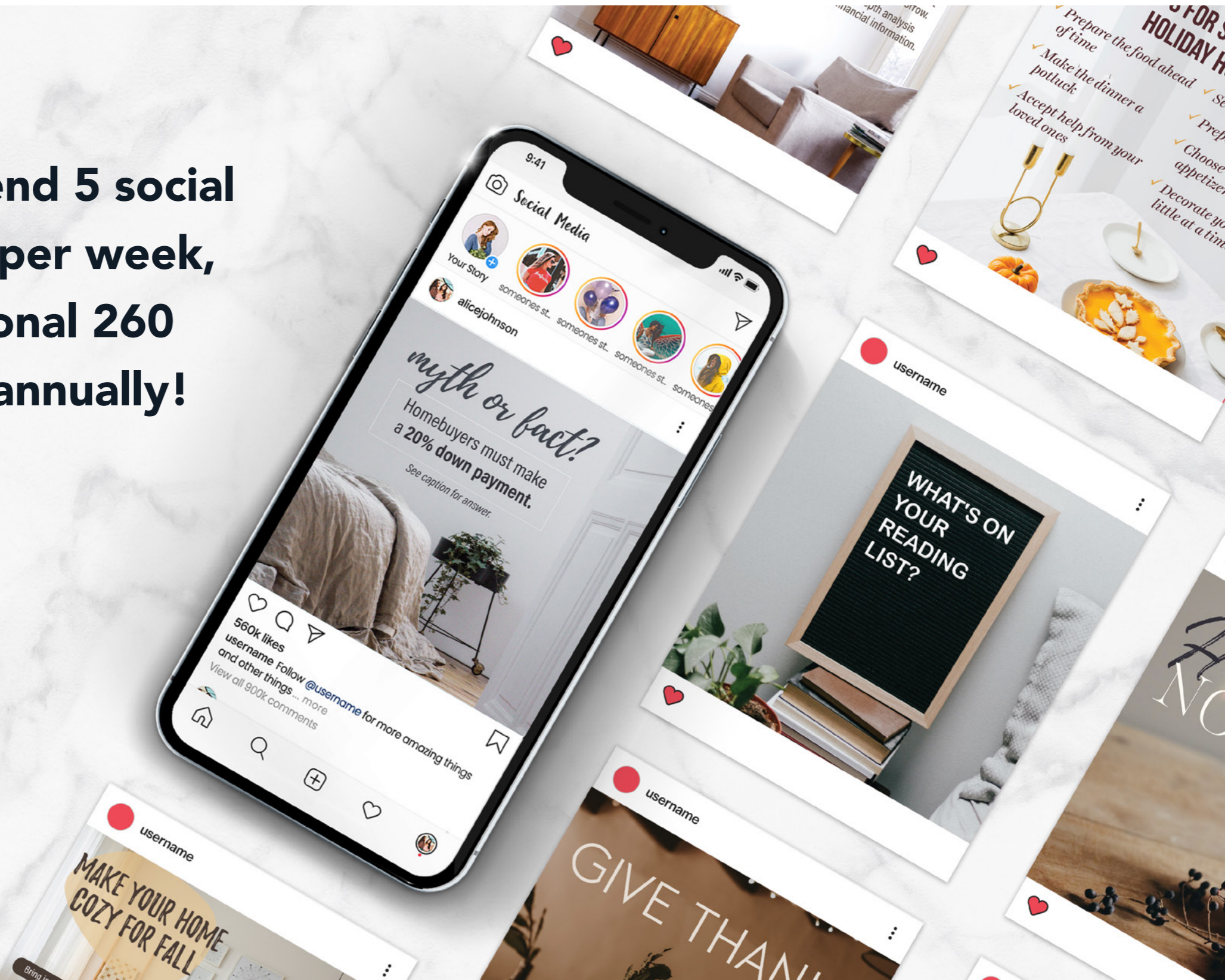
26 TOUCHPOINTS  
PER YEAR

Branded articles &  
newsletters sent  
every other week



# PLUS BRANDED SOCIAL MEDIA

We recommend 5 social media posts per week, for an additional 260 touchpoints annually!



# HOW TO HIT YOUR TRANSACTION GOAL WITH REMINDERMEDIA'S PLATFORM

**TOTAL TRANSACTION GOAL = 19 HOMES**

*60% from SOI/Referrals*

**11 TRANSACTIONS**

*20% from Paid Advertising*

**4 TRANSACTIONS**

*20% from Farming*

**4 TRANSACTIONS**

# POTENTIAL FROM PAID ADVERTISING: **4 TRANSACTIONS**

20% of your 19 total transactions = **4 transactions**

## PAID ADS

To get 4 transactions, you need

**400 Paid Ad leads**

*4 transactions / .01 conversion rate = 400 leads*

At \$8 average cost per lead for 400 leads,

**lead cost is \$3,200**

*\$8 per lead x 400 leads = \$3,200 lead cost*

The cost of 400 leads plus our annual fee of \$2,400

**total annual cost is \$5,600**

*\$3,200 lead cost + \$2,400 annual fee = \$5,600*

4 transactions at the avg commission per home gives you

**total gross of \$52,416**

*4 transactions x \$13,104 avg commission = \$52,416 total gross*

Total gross for 4 transactions less the cost of paid ads

**gives you a profit of \$46,816**

*\$52,416 total gross - \$5,600 paid ads cost = \$46,816 profit*



# HOW TO HIT YOUR TRANSACTION GOAL WITH REMINDERMEDIA'S PLATFORM

**TOTAL TRANSACTION GOAL = 19 HOMES**

*60% from SOI/Referrals*

**11 TRANSACTIONS**

*20% from Paid Advertising*

**4 TRANSACTIONS**

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**4 TRANSACTIONS**

FINAL BESTSELLER

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# The Millionaire Real Estate Agent

GARY KELLER  
WITH DAVE JENKS AND JAY PAPASAN

## 12 DIRECT STRATEGY

By sending **12 direct mail pieces** to your farm over **12 months**, you should receive **1 TRANSACTION FOR EVERY 50 RECIPIENTS.\***

*\*The Millionaire Real Estate Agent*

# POTENTIAL FROM GEO-FARMING: 4 TRANSACTIONS

20% of your 19 total transactions = 4 transactions

## GEOGRAPHIC FARMING

To get 4 transactions with a 2% conversion rate on farming (1 transaction for every 50 homes), you need

**200 homes farmed**

*4 transactions / .02 conversion rate = 200 homes*

200 homes farmed over 12 months

**costs \$2,280**

*\$0.95 per postcard x 200 homes x 12 months = \$2,280*

4 transactions at the avg commission per home gives you

**total gross of of \$52,416**

*4 transactions x \$13,104 avg commission = \$52,416 total gross*

Total gross for 4 transactions less the cost of postcards

**gives you a profit of \$50,136**

*\$52,416 total gross – \$2,280 postcard cost = \$50,136 profit*





# 16 FARMING TOUCHPOINTS

## POSTCARDS

12 TOUCHPOINTS PER YEAR

Postcard mailed every month

**THIS** Could Be Your Home

Interested in selling your home? Let's chat today about the best way to showcase your property.

Stacey Shanner  
RE/MAX REALTY  
(610) 878-5000  
customer@remindermedia.com  
www.remindermedia.com

Or Even **THIS**

**The Shanners**

**Start Your Morning Off Right**

Set a foundation for success by crafting the perfect morning routine. Just follow these tips!

**Work out early.**  
Exercising can boost your energy levels and get you in the right mindset for whatever the day ahead holds. Plus, you won't have to drag yourself to the gym later!

**Stop scrolling.**  
Try to avoid checking social media first thing in the morning and strive instead to open to a podcast episode, catch up on the news, meditate, or journal.

**Grab a glass.**  
Jumpstart your metabolism with a glass of water, and drinking lemon water first thing is a great way to start off the day on a hydrating note!

**Eat right.**  
Key proteins for energy, strength, and health to maintain breakfast options—like a hearty green smoothie, oatmeal, eggs, or avocado toast made with whole grain bread.

A call with me will be just as successful as your mornings!

Stacey Shanner  
RE/MAX REALTY  
Tel: (610) 878-5000  
Office: (610) 878-5000  
Email: customer@remindermedia.com  
www.remindermedia.com

**The Shanners**

**LOOKING FOR room to grow?**

Find a home with the space you need. Call today.

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**SHANNER REALTY**

**Meditate Your Way Into Relaxation**

Take a moment to focus on one of the most popular forms of meditation—mindfulness.

**Posture:** It starts with keeping an upright posture. Sit on that your shoulders and hips are level and your spine is stacked on top. The posture to remain relaxed and awake throughout the meditation.

**Goal:** The fewer the distractions, the better. Your eyes should be open but not staring. Maintaining a soft, downward gaze helps you to peacefully ignore what is going on around you.

**Breath:** After you develop a sense of your body and where you are, you'll begin to notice your breath. Your breath should be natural and not forced. With each inhaled and exhaled, you'll become more relaxed.

**Thoughts:** It takes too much effort to try to focus your thoughts out your mind will wander together. Letting thoughts come and go as they please and refocusing on breathing will help you stay mindful.

Let's chat — Give me a call or send me a text today.

Stacey Shanner  
RE/MAX REALTY  
Tel: (610) 878-5000  
Office: (610) 878-5000  
Email: customer@remindermedia.com  
www.remindermedia.com

**The Shanners**

**FIND A home YOU'LL love!**

Reach out today—let's work together to locate your dream home!

Stacey Shanner, SHES, SRES, ABR  
RE/MAX REALTY  
Tel: (610) 878-5000  
Office: (610) 878-5000  
Email: customer@remindermedia.com  
www.remindermedia.com

**SHANNER REALTY**

**chocolate marshmallow S'MORES DIP**

- 8 oz. cream cheese, softened
- 1/2 c. powdered sugar
- 2 oz. Marshmallow Fluff
- 1/2 c. mini marshmallows
- 1/2 c. heavy whipping cream
- 1 tsp. vanilla extract
- 1/2 c. cream powder
- 1/2 c. chocolate shavings

1. With a stand mixer or hand mixer, combine 4 ounces of the cream cheese, 1/2 cup of the powdered sugar, and the Marshmallow Fluff on high until smooth. Add the other 1/2 cup of the cream cheese, and the vanilla until stiff peaks form, about 3-5 minutes.

2. In a new bowl, mix together the other 1/2 cup of powdered sugar, the heavy whipping cream, and the vanilla until stiff peaks form, about 3-5 minutes.

3. In another bowl, combine the rest of the cream cheese and the cream powder until smooth. Add the the whipped cream mixture until fully combined. Then mix together the marshmallows and chocolate shavings in a single bowl, using a fork to incorporate. Top the dip off with the remaining mini marshmallows, and serve immediately with graham crackers and almond flour.

Call me today for a sweet experience!

Stacey Shanner  
RE/MAX REALTY  
Tel: (610) 878-5000  
Office: (610) 878-5000  
Email: customer@remindermedia.com  
www.remindermedia.com

**The Shanners**

**BUYING OR SELLING YOUR HOME CAN BE RUFF**

Sleep easy in the home of your dreams. Call me today!

Reach out today to learn how I can help you with your Real Estate needs.

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(610) 878-5000  
customer@remindermedia.com  
www.remindermedia.com

**SHANNER REALTY**

## FOLLOW-UP

4 TOUCHPOINTS PER YEAR

Follow up with printables every quarter

**THERE'S NO PLACE LIKE HOME FOR THE HOLIDAYS!**

Enjoy your holiday!

Stacey Shanner  
Shanner Realty  
Office: 866-458-4226  
Fax: 610-878-2000  
info@remindermedia.com  
1100 First Avenue, Suite 200  
King of Prussia, PA 19406

**SHANNER REALTY**

RE/MAX REALTY

**YOU HAVE ALWAYS bean ONE OF MY FAVORITE CLIENTS!**

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King of Prussia, PA 19406

I would appreciate it a LATTE if you shared my business card with a friend!

NET WT 10 OZ (283g)

RE/MAX REALTY

**Let's carve out some time to talk business**

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King of Prussia, PA 19406

**HAPPY HALLOWEEN!**

RE/MAX REALTY

# TOTAL TRANSACTION GOAL = 19 HOMES

## MAGAZINE & DIGITAL TOUCHPOINTS

11 TRANSACTIONS

▼ 15% closing rate

73 REFERRALS

▼ 31% referral rate

236 PEOPLE SENT TO

MAGAZINE SPEND ANNUALLY: \$6,358  
MAGAZINE + DIGITAL ANNUALLY: \$7,798

## PAID ADVERTISING

4 TRANSACTIONS

▼ 1% conversion rate

400 LEADS

▼ \$8 per lead

\$3,200 FOR LEADS

LEAD COST + \$2,400 ANNUAL FEE=  
DIGITAL AD SPEND ANNUALLY: \$5,600

## GEOGRAPHIC FARMING

4 TRANSACTIONS

▼ 2% conversion rate

200 HOMES FARMED

▼ \$0.95 per postcard

1 POSTCARD/MONTH

FARMING SPEND ANNUALLY: \$2,280

# TOTAL EXPENSES = \$15,678

# OTHER MARKETING EXPENSES

**YARD  
SIGNS**



**BUSINESS  
CARDS**



**OPEN  
HOUSES**



**CLIENT  
APPRECIATION**



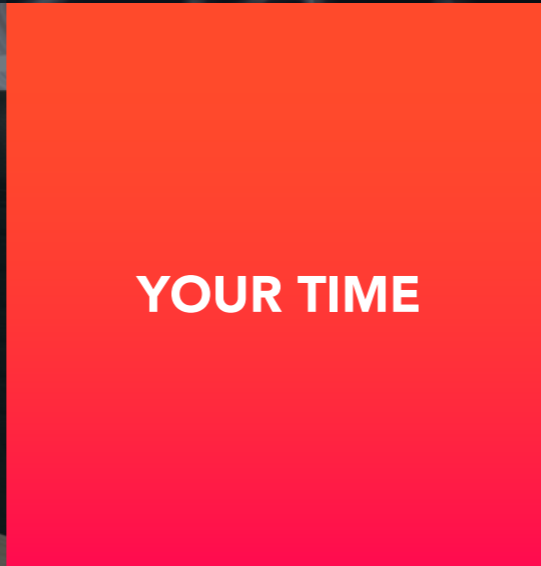
**COST OF  
WEBSITE AND  
EMAIL SERVICES**



**CRM/DIALER**



**YOUR TIME**



**GRAPHIC  
DESIGN**



# MARKETING BUDGET BREAKDOWN

19 transactions x \$13,104 average commission =  
**~\$250,000 GROSS COMMISSION INCOME**

\$250,000 with 40% profit margin =  
**\$100,000 INCOME GOAL**

\$15,678 for Magazine + Digital + Paid Ads + Postcards / \$250,000 CGI =  
**6.3% OF YOUR GROSS COMMISSION INCOME**

**SPEND ONLY 6.3% OF TOTAL GCI ON YOUR MARKETING  
TO GENERATE \$100,000 AFTER EXPENSES!**

*One Time Only Webinar Deal*

**BUY ONE GET ONE FREE!**

**POSTCARDS**

**Buy one month,  
get one month free!**

**FACEBOOK AD SERVICES**

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get one month free!**

**DIGITAL MARKETING PLATFORM**

**Buy one month,  
get one month free!**

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*Thank you for listening!*

# QUESTIONS?

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Recorded session, slides, and links will be emailed to you.

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