

# Stephen's 2025 Touchpoint System

Steal the marketing plan that generated **269 transactions\*** in 2024!

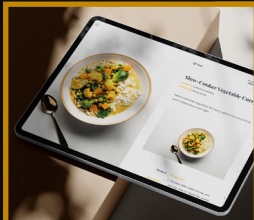


**STEPHEN ACREE**  
REALTOR®



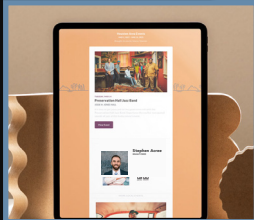
## Branded Magazines | Mailed bimonthly

Stephen sends a high quality 48-page coffee table publication to his sphere of influence every other month. This is the ultimate marketing tool for generating consistent deals from his network, ensuring he remains top of mind. [Click to learn more.](#)



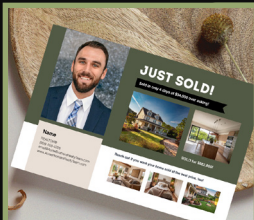
## Digital Magazines | Emailed monthly

This is a unique, interactive digital magazine sent to Stephen's recipients' inboxes every month on autopilot. Each issue has a custom-designed email that is pre-written and ready to send, but can also be customized as needed. [Click to learn more.](#)



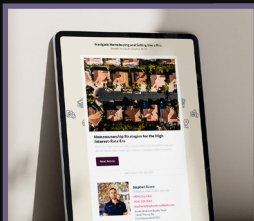
## Local Events Email Newsletters | Emailed twice monthly

Stephen uses fully automated email newsletters branded to himself featuring upcoming virtual and in-person events in his local area. We handpick the events. We build the emails. We deliver them to his recipients every two weeks. [Click to learn more.](#)



## Postcards | Mailed twice monthly

Stephen mails out two postcards a month. He uses targeted mailing lists and campaigns to reach the exactly the type of people he needs to for his business. In 2025, he is focusing on sending "Just Sold" postcards. [Click to learn more.](#)



## Client Events | Held quarterly

The great thing about events is that they involve more than just one touchpoint. Invites, reminders about the event, social media posts and follow up after the event create many opportunities for Stephen to connect with clients and prospects in a meaningful way.

Stephen and his team know that follow up is key with all of their marketing, so they have a **goal 100 phone calls each month** in addition to their other marketing efforts.

*\*246 closed + 23 pending transactions as of 12/31/24*

# 01 JAN

2025

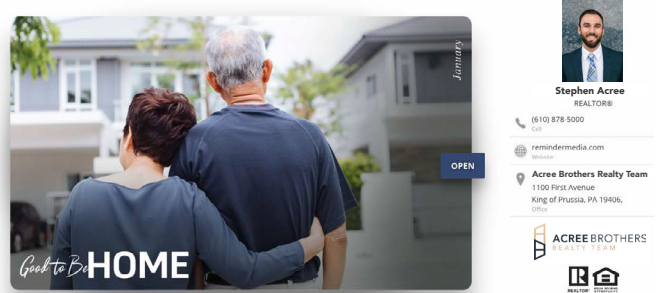
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## Digital Magazine Good to Be Home

x1

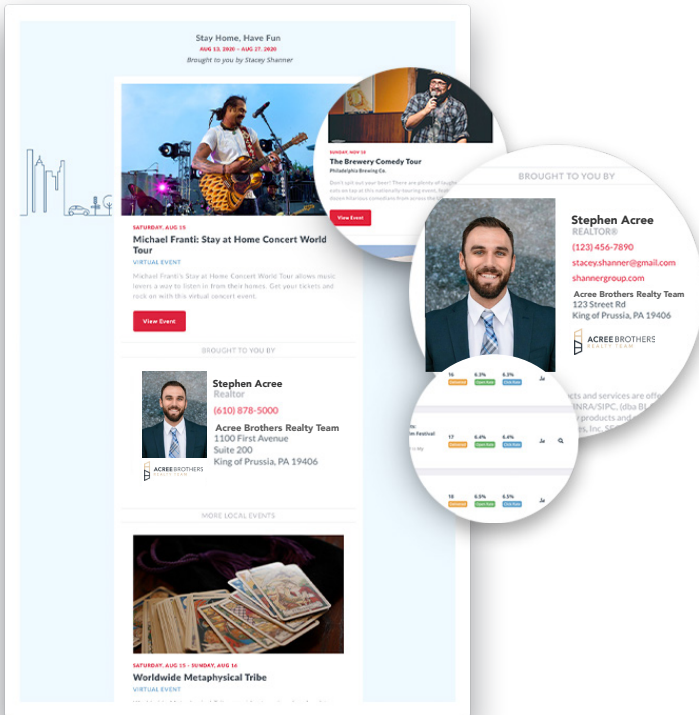
Stephen sends a unique, interactive digital magazine to his database of recipients every month.

Each issue has a custom-designed email that is pre-written by us and ready to send. [Click here to see how you can put your email marketing on autopilot.](#)



## Local Event Email January Events

x2



## Postcards Just Sold Listings

x2



# 02 FEB

2025

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## Client Event

*Weekly Invites & Reminders*

A month before an event, Stephen calls to invite everyone in his sphere, then sends a text message follow-up including a link they can use to RSVP.

He continues to follow up at least once a week using a combination of phone calls, text messages, email, and social media. Sometimes he uses postcards as an additional invite touchpoint.



## Branded Magazine

*Good to Be Home*

x1

Stephen connects with his past clients and prospects on a regular basis by sending them a free bimonthly subscription to his personally branded magazine.

It helps him generate consistent repeat and referral business from his network.

[Get a sample here.](#)



## Postcards

*Just Sold Listings*

x2

## Local Event Email

*February Events*

x2

## Digital Magazine

*Good to Be Home*

x1

# 03 MAR

## 2025

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### Client Event

Free Pie Giveaway



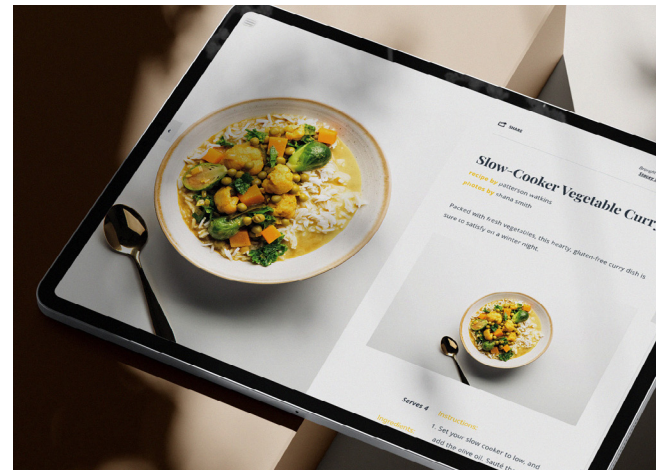
At the event, Stephen makes sure to chat with everyone as they come pick up free pies. He also uses the opportunity to ask for Google reviews— even having a tablet set up for people to use right then and there.

He takes photos to post on social media, and follows up a week later with an email to thank everyone for coming.

### Digital Magazine

Good to Be Home

x1



### Postcards

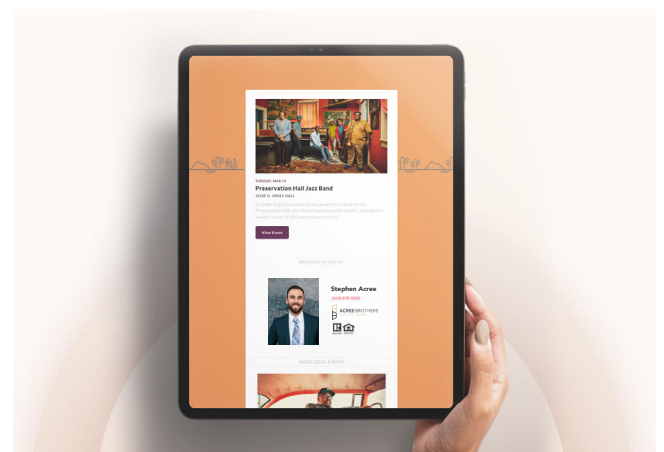
Home Value w/ QR code x2

Stephen is sending "Just Sold" cards twice a month in 2025, but has also used postcards with QR codes; the codes link to free landing pages that capture leads! [Learn more here.](#)

### Local Event Email

March Events

x2



# 04 APR

2025

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**Branded Magazine**  
*Good to Be Home*

**x1**



**Local Event Email**  
*April Events*

**x2**



Stephen Acree presents your local events: Tom Segura and more

Scheduled for Thu, Apr 4

Edit Mailing

Preview

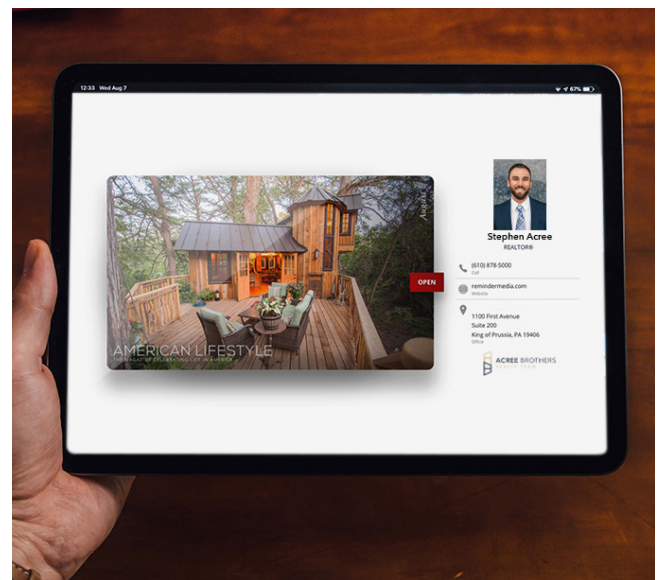
**Postcards**

*Just Sold Listings*

**x2**

**Digital Magazine**  
*Good to Be Home*

**x1**



# 05 MAY

2025

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## Client Event

Weekly Invites & Reminders

In addition to phone calls, text, and emails to invite his database, Stephen makes sure to post about his Summer BBQ Bash on his social media accounts.



## Postcards

Free CMA w/ QR code

x2

ACREE BROTHERS REALTY TEAM

Home Prices - Annual

Check out what home prices have done in the last 5 years!

YOU MIGHT BE **SHOCKED** BY YOUR HOME'S VALUE IF YOU PURCHASED 5+ YEARS AGO!

SCAN THE QR OR TEXT "CMA" TO (434) 607-2976

The chart shows a steady upward trend in home prices from 2010 to 2025, with a callout for a 21% increase over the last 5 years. A QR code is provided for more information.

GET A FREE HOME VALUATION

Would you consider selling for 10% more than your home's current value? If so, text me!

SCAN HERE

www.AcreeBrothersRealtyTeam.com

Stephen Acree  
President, REALTOR®, Investor  
Direct: (434) 216-6306  
Office: (434) 515-1042  
E-mail: stephen@acreebrothersrealty.com  
www.AcreeBrothersRealtyTeam.com

ACREE BROTHERS REALTY TEAM

The advertisement features a photo of a modern house and a QR code to request a free valuation.

## Local Event Email

May Events

x2

Local Events Newsletters establish Stephen as the go-to expert for what's happening in his community both locally & virtually.

We handpick events, build the emails, and deliver them to his recipients every two weeks, all branded to him.

You can also get all the benefits of being the local expert in your area without having to do any of the work.

[Click here to learn more!](#)


## Digital Magazine

Good to Be Home

x1

# 06 JUN

2025

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Branded Magazine

Good to Be Home

x1



## Client Event

Summer Bash Cookout



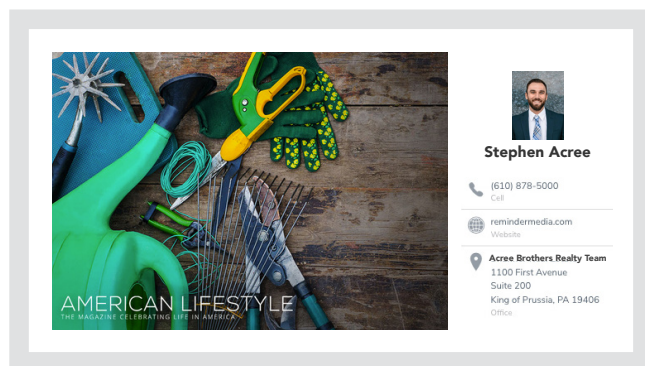
This is a great casual event for Stephen to grow his relationship with the people in his sphere. He makes sure to spend time with as many guests as he can, keeping conversations fun and friendly instead of sales-y.

He usually hosts a giveaway during client events, so he follows up a week later with an email to announce the winner of the giveaway, and to say thanks to all of his attendees.

Digital Magazine

Good to Be Home

x1



Postcards

Just Sold Listings

x2

Local Event Email

June Events

x2


# 07 JUL

2025

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27	28	29	30	31		

## Digital Magazine American Lifestyle

x1




**AMERICAN LIFESTYLE**  
THE MAGAZINE CELEBRATING LIFE IN AMERICA

**Stephen Acree**  
 (610) 878-5000  
 Call  
 remindermedia.com  
 Website  
 Acree Brothers Realty Team  
 1100 First Avenue  
 Suite 200  
 King of Prussia, PA 19406  
 ACREE BROTHERS REALTY TEAM

## Postcards

Just Sold Listings

x2



**JUST SOLD!**  
Sold in only 4 days at \$34,000 over asking!

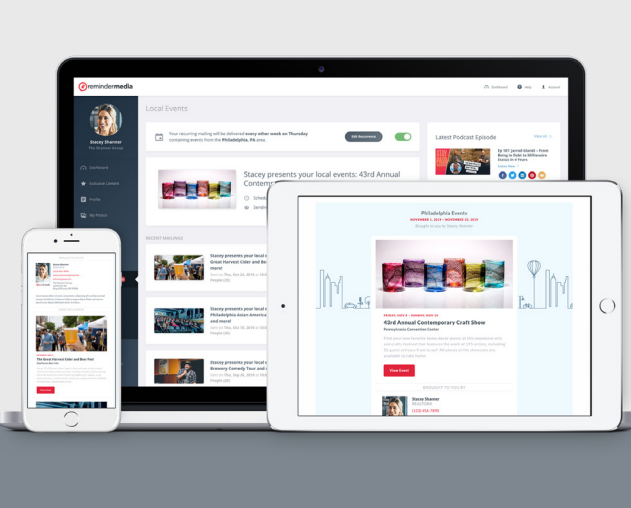
**SOLD for \$682,000!**

**Name**  
 REALTOR®  
 (866) 458-4226  
 email@AcreeBrothersRealtyTeam.com  
 www.AcreeBrothersRealtyTeam.com

Reach out if you want your home sold at the best price, too!

## Local Event Email July Events

x2



**ACREE BROTHERS REALTY TEAM**

*These Homes Sold In Your Community!*

<p>Listing Provided By: Lauren Bell Real Estate</p>  <p>1043 Lake Scene Ct, Forest, VA <b>Sold @ \$775,000</b></p>	<p>Listing Provided By: Lauren Bell Real Estate</p>  <p>1488 Lake Manor Dr, Forest, VA <b>Sold @ \$869,900</b></p>	<p>Listing Provided By: T Moore Real Estate Group</p>  <p>2009 Rocky Branch Dr, Forest, VA <b>Sold @ \$779,500</b></p>
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**Want to know what your home is worth?**

GO TO: [www.AcreeBrothersRealtyTeam.com/Home-Valuation](http://www.AcreeBrothersRealtyTeam.com/Home-Valuation)

Information pulled from the MLS: 05/12/22



# 08 AUG

2025

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Branded Magazine  
Good to Be Home

x1



Postcards

Buyers Guide Lead Gen

x2



Digital Magazine  
Good to Be Home

x1



Client Event

Weekly Invites & Reminders

Local Event Email  
August Events

x2

# 09 SEP

## 2025

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### Client Event Ice Cream Social



ACREE BROTHERS - ICE CREAM SOCIAL



YOU'RE INVITED!  
JOIN US!  
4:00PM-6:00PM

MISTER GOODIES, 21556 TIMBERLAKE RD,  
LYNCHBURG, VA 24502

### Postcards Just Sold Listings

x2

### Digital Magazine Good to Be Home

x1

ACREE BROTHERS REALTY TEAM

Hey Ivy Hill Community! These Homes Just Sold Near You!

Listing Provided By: Re/Max 1st Olympic



1030 Greenway Trl.  
**Sold @ \$750,100**

Listing Provided By: Century 21



503 Ivy Lake Dr. Forest, VA  
**Sold @ \$850,000**

Listing Provided By: Re/Max 1st Olympic

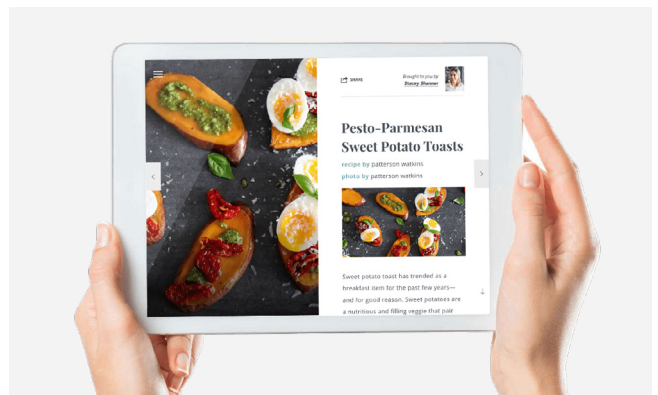


1162 Greenway Trl.  
**Sold @ \$566,500**

Want to know what your home is worth?

GO TO: [www.AcreeBrothersRealtyTeam.com/Home-Valuation](http://www.AcreeBrothersRealtyTeam.com/Home-Valuation)

Information published from the MLS: 08/22/22



### Local Event Email September Events

x2

ACREE BROTHERS REALTY TEAM

Hey Perrowville Community! These Homes Just Sold Near You!

Listing Provided By: Keller Williams



1060 Grandset Dr.  
**Sold @ \$373,000**

Listing Provided By: Legacy Realty and Development



1178 Ivy Woods Dr.  
**Sold @ \$489,900**

Listing Provided By: eXp Realty



1001 Maple Leaf Ct.  
**Sold @ \$386,900**

Want to know what your home is worth?

GO TO: [www.AcreeBrothersRealtyTeam.com/Home-Valuation](http://www.AcreeBrothersRealtyTeam.com/Home-Valuation)

Information published from the MLS: 08/22/22

# 10 OCT

2025

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**Local Event Email**  
*October Events*

**x2**



Stephen Acree presents your local events: **Avril & Friends**

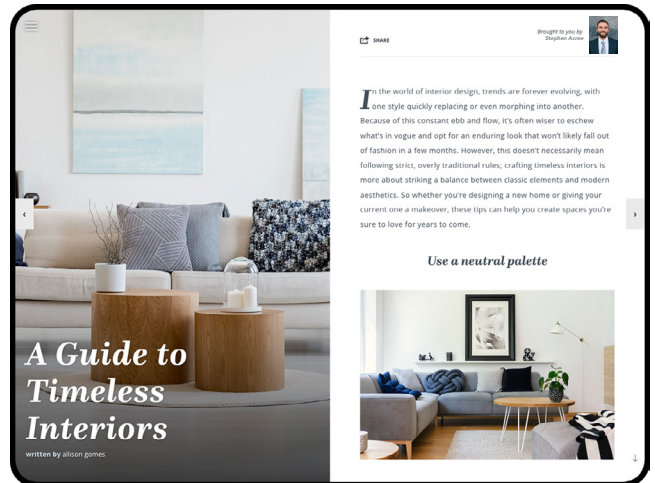
Scheduled for Thu, Oct 15

Edit Mailing

Preview

**Digital Magazine**  
*Good to Be Home*

**x1**



**Branded Magazine**  
*Good to Be Home*

**x1**



**Postcards**  
*Just Sold Listings*

**x2**

# 11 NOV

2025

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## Postcards

Charity Drive & Just Sold

x2

ACREE BROTHERS REALTY TEAM

HEY LYNCHBURG! THIS MONTH -

**the AGAPE CENTER**

# FOOD DRIVE

Please Help Us Donate Non-Perishable Food Items For the month of November!

**3 WAYS TO DONATE:**

1. Drop off the items at Our Office 18447 Forest Rd. Lynchburg, VA) Monday - Friday 9AM - 5PM
2. Drop off the items at the Agape Center 3026 Carroll Ave. Lynchburg) Tuesdays, Fridays, 10AM - 1:30PM
3. Give us a call at Our Office and coordinate a pickup! Call us at 434-515-1042

We're teaming up with the local nonprofit, Agape Center again to help fill their pantry!

**MOST WANTED FOOD ITEMS:**

- Condiments (ketchup, mayo, bbq, mustard)
- Salad dressing
- Salt & pepper
- Baking mixes (if cake mixes are purchased, please include icing)
- Pasta sides (ex. Rice A Roni, scallop potatoes, pasta varieties - all in the boxes because they work better on the shelves than the bags)
- Tuna / Hamburger Helper
- Pancake syrup

**Tastiest TUNA**

ACREE BROTHERS REALTY TEAM

These Homes Sold In Your Community!

Listing Provided By: ReMax 1st Olympic



1305 Summerpark Dr, Forest, VA  
**Sold @ \$581,000**

Listing Provided By: Bickensstaff



1084 Kincaid Ct., Forest, VA  
**Sold @ \$1,537,500**

Listing Provided By: Century 21



702 Lake Vista Dr, Forest, VA  
**Sold @ \$450,000**

Want to know what your home is worth?

**GO TO:** [www.AcreeBrothersRealtyTeam.com/Home-Valuation](http://www.AcreeBrothersRealtyTeam.com/Home-Valuation)

Information gathered from the MLS. 06/27/22

## Branded Magazine

Good to Be Home

x1

Compliments of Stephen Acree

# Good to Be HOME

Issue 17

happy THANKSGIVING!

Stephen Acree  
Direct: (866) 458-4226  
Fax: (610) 876-2000

ACREE BROTHERS REALTY TEAM

Acree Brothers Realty Team  
1100 First Avenue  
Suite 200  
King of Prussia, PA 19406

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## Local Event Email

November Events

x2

## Digital Magazine

Good to Be Home


x1

## Client Event

Weekly Invites & Reminders

# 12 DEC

## 2025

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### Client Event

### Ice Skating Holiday Party



## YOU ARE INVITED TO ACREE BROTHERS ICE SKATING CHRISTMAS PARTY

SATURDAY, DECEMBER 13 AT 8:00 PM



### Postcards

### Just Sold Listings

## x2

**ACREE BROTHERS REALTY TEAM**

**Hey Everett Rd. Community! These Homes Just Sold Near You!**

Listing Provided By: Legacy Realty and Development



1163 Grand Oaks Dr., Forest, VA  
**Sold @ \$525,000**

Listing Provided By: Blanks Properties



1178 Hooper Road, Forest, VA  
**Sold @ \$300,000**

Listing Provided By: Bickensuff & Company



1044 Grand Oaks Dr., Forest, VA  
**Sold @ \$619,900**

**Want to know what your home is worth?**


**GO TO:** [www.AcreeBrothersRealtyTeam.com/Home-Valuation](http://www.AcreeBrothersRealtyTeam.com/Home-Valuation)

Information pulled from the MLS: 08/22/22

### Digital Magazine

### Good to Be Home

## x1



**Create Your Ideal Closet**


written by lauren kim

SHARE

Brought to you by Stephen Acree

**D**o you dream of having ample storage but lack extensive DIY skills or a big budget? If you're strapped on either, take heart—you can turn any closet in your home into a beautiful, organized space without spending much by following these simple tips.

**Maximize the space**



Perhaps the best way to dramatically increase a closet's storage capacity is to simply utilize every inch of its available space. For instance, you could hang cloth drawer organizers from the rod for items like socks or towels and install self-stick hooks on an empty wall to hold hats, robes, or brooms. For smaller, lightweight objects like scarves and tools, consider putting up a **pegboard**, which you can

### Local Event Email

### December Events

## x2



**STEPHEN ACREE  
REALTOR®, OWNER**

Acree Brothers Realty Team  
#1 Team in Lynchburg, VA

“***ReminderMedia handles all of our marketing, from their magazine, digital magazine, Facebook ads, postcards, you name it.***

*They have helped us get a 2% close rate on our Facebook leads, and for the industry that's really good.*

*We've gotten our business up to almost 50% repeat and referral business because of this. ReminderMedia would be the best choice that you could make to take all the marketing off your plate so you can make more money in this industry.*

***We're running at a 25% profit because of ReminderMedia and what they've done for our business.***

*Ultimately, they've helped us scale our business, to take the things that we don't need to be doing off our plate and to be doing the things that we should be doing, which is building relationships, building that repeat and referral business.”*