

87 HOLIDAY TOUCHPOINT IDEAS FOR REAL ESTATE AGENTS

Seasonal marketing during the holidays is a powerful strategy for real estate agents.

If you want to position yourself as the top expert in your area and attract more business, steal these touchpoint ideas!



OCTOBER

Fall brings a sense of renewal that can motivate people to make changes in their lives, including moving. They often want to be settled in their new homes before the holidays, making October an optimal time to connect with your sphere and find those who are ready to *turn over a new leaf!*

PRINT TOUCHPOINTS

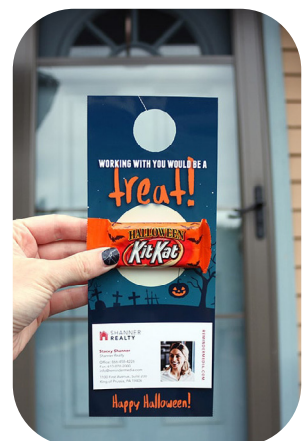
Good to Be Home Magazine

Stay top of mind this holiday season with a branded magazine. [Get a free PDF sample.](#)



Free Printables for Agents

Hand out these Trick-or-Treat Candy Cards to kids and parents on Halloween. [Click here.](#)



Or leave Halloween Candy Door Hangers around your neighborhood. [Download here.](#)

6 Postcards to Send in October



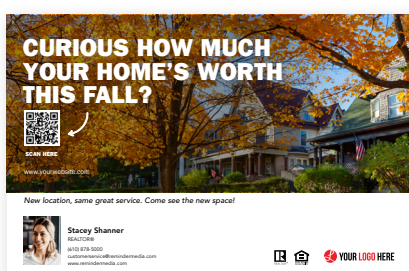
Home Seller Tips



Home-Maintenance Checklist



Don't Fall Short This Season



Home Valuation w/ QR Code



Market Analysis



Halloween Candy Leftovers

[Get these exact postcards—click here!](#)

OCTOBER

SOCIAL MEDIA TOUCHPOINTS

Social Media Post Ideas for October



This or That?



Home Decor



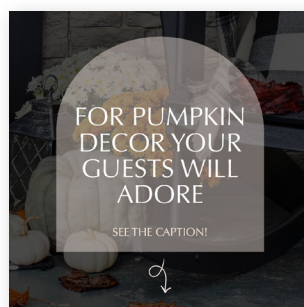
Bucket List



Curb Appeal



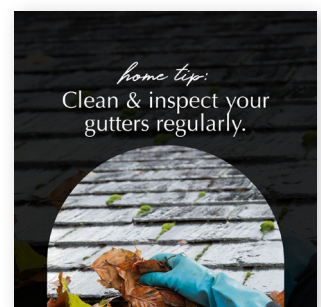
Fall Finances



Fall Decor



New Home



Gutters



Halloween Party



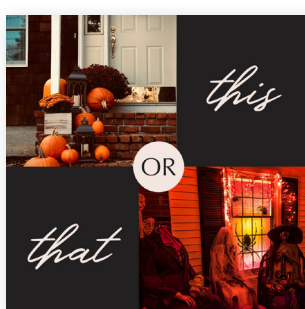
Apple Orchard



Sweets



Fall Finances



This or That?



Budgeting



Trick or Treat



Roofing

[Get these designs, and set them up to automatically post to your social media—click here!](#)

OCTOBER

EMAIL TOUCHPOINTS

Fall Home Search Advantage Newsletter Template

Subject Line: Fall in Love with Your New Home: Why October is the Perfect Time to Buy

Email Body: Dear [Client Name],

As the leaves change color and the air turns crisp, it's the perfect time to start your home search. Fall offers several advantages for buyers, including:

Less Competition: With fewer buyers in the market, you may have a better chance of finding your dream home at a competitive price.

Motivated Sellers: Many sellers are eager to close deals before the holidays, making them more willing to negotiate.

Beautiful Weather: Enjoy the pleasant fall weather while exploring homes in your desired neighborhood.

Don't miss out on this prime opportunity to find your perfect home. Contact me today to schedule a consultation and explore your options.

Call to Action: Let's find your dream home together! Schedule a consultation today—reply to this email or call/text [Your Phone Number].

Halloween Tips for Homeowners Newsletter Template

Subject Line: Spooky Good Tips: Halloween Home-Decorating Ideas

Email Body: Dear [Client Name],

Get ready to scare up some fun this Halloween!

Check out these spooky-good tips to decorate your home for the scariest night of the year!

[Insert image of Halloween decorations]

Paper Bats: Cut out bats from black construction paper and hang them from the ceiling with fishing line.

Glowing Cobwebs: Use purple or orange string lights to create illuminated “webs” in dark corners.

Bloody Candles: Burn red drip-candles in a candelabra as a beautiful and creepy centerpiece.

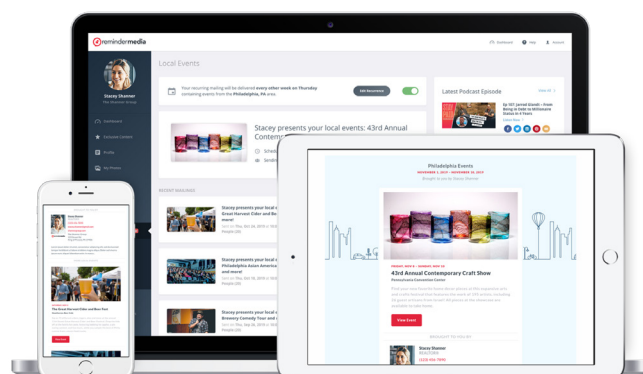
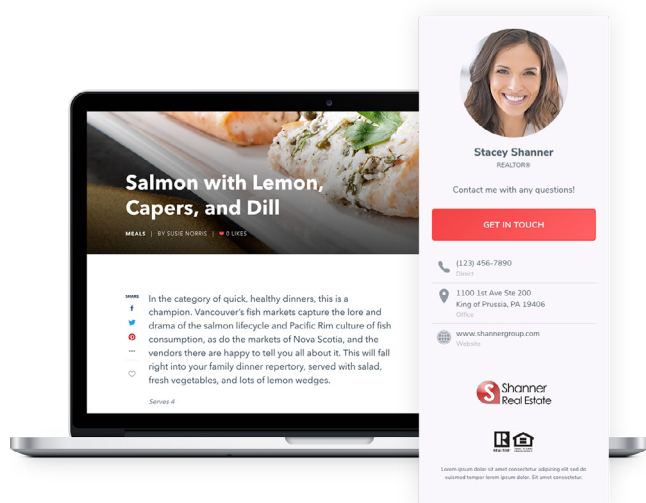
Call to Action: It's a scary good time to list your home before the rush of the holiday season! Call or text me at [Your Phone Number] to get a free home valuation and learn what your home is worth!

Branded Posts Newsletters

Send a weekly or biweekly email with professional articles branded to you as well as a contact form. Select from a library of fall content that's ideal to send to your clients in October. [Learn more.](#)

Local Events Email Newsletters

These are fully automated email newsletters branded to your business featuring upcoming virtual and in-person events from your local area. Let clients know what's going on near them in October! [Learn more.](#)



NOVEMBER

Thanksgiving is just around the corner! Help your sphere find their dream home before the holidays and create a cozy space to gather with loved ones. With fewer buyers in the market, now is the perfect time to make a move.

PRINT TOUCHPOINTS

Start Healthy Magazine

Start Healthy is full of recipes, perfect to send before Thanksgiving! [Get a free PDF sample.](#)



Free Printables for Agents

Let your clients know how grateful you are with Thanksgiving Gratitude Gift Tags. [Click here.](#)



Show your clients appreciation with Gratitude Greeting Cards. [Click here.](#)

6 Postcards to Send in November



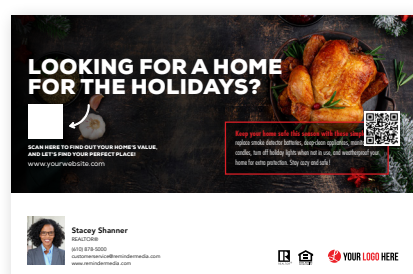
Market Updates



Client Thank You



Happy Thanksgiving



Home Buying w/ QR Code



Perfect Turkey Recipe



Just Sold

[Get these exact postcards—click here!](#)

NOVEMBER

SOCIAL MEDIA TOUCHPOINTS

Social Media Post Ideas for November



Thanksgiving



Winter Warmth



Home Maintenance



Thanksgiving



Home Safety



Thanksgiving



Pets



Thanksgiving



Thanksgiving



Finance



Thanksgiving



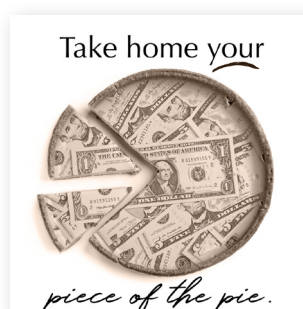
Homebuying Q&A



Happy Thanksgiving



Myth or Fact?



Finance



Daylight Savings Time

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NOVEMBER

EMAIL TOUCHPOINTS

Fall Home Improvement Tips Newsletter Template

Subject Line: Essential Home-Improvement Tips for Autumn

Email Body:

Dear [Client Name],

As the leaves change color and the temperatures drop, it's time to prepare for the winter months. Here are some essential home-improvement tips to make sure your property is cozy and comfortable throughout the season:

Winterize: Protect your pipes from freezing, and ensure your heating system is working efficiently.

Insulate and Seal: Seal any drafts and insulate your home to reduce energy costs and make it more comfortable.

Maintain Your Roof: Check for damage, and schedule necessary repairs to prevent leaks.

Outdoor Maintenance: Clean gutters, trim trees, and prepare your outdoor spaces for winter.

By following these tips, you can enjoy a peaceful and relaxing winter in your home.

Call to Action: Schedule a free consultation today to discuss your specific needs and get expert advice on fall home improvement.

[Your Name] [Your Contact Information]

Interest Rate Update Newsletter Template

Subject Line: Interest Rates Are on the Move: How Will This Impact Your Homebuying Plans?

Email Body:

Dear [Client Name],

Recent changes in interest rates have been making headlines. These fluctuations may impact the housing market and your homebuying plans.

Understanding Interest Rates: [Break down current interest rates and how they affect mortgage payments.]

Current Market Trends: [Explain the latest trends in your area and the potential impact on home prices.]

Strategies for Navigating a New Market: [Provide specific tips to help clients make informed decisions in a changing landscape.]

Whether you're a first-time homebuyer or looking to refinance, understanding interest rates is crucial. Schedule a consultation today to discuss your specific needs and explore your options.

Call to Action: Call or text me today at [Your Phone Number] to schedule a free consultation and learn how to navigate the changing interest rate landscape.

Digital Magazines

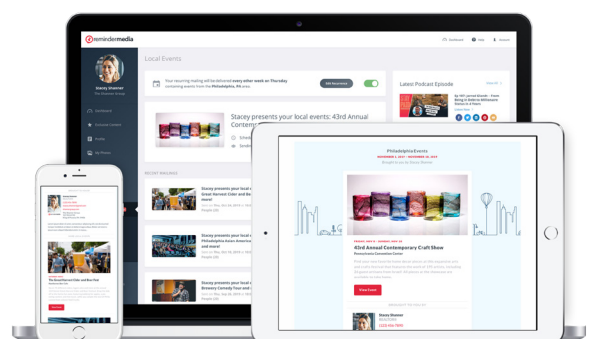
Our Digital Edition contains the same great content as our magazines, plus additional dynamic digital content like videos and interactive elements.

It comes with a custom-designed email that is prewritten and ready to send. [Learn more.](#)



Local Events Email Newsletters

These are fully automated email newsletters branded to your business featuring upcoming virtual and in-person events from your local area. Let clients know what's going on near them in November! [Learn more.](#)



DECEMBER

Capitalize on the holiday spirit to help people find their dream homes. With motivated sellers and a competitive market, December is the perfect time to stand out and close more deals. Make this a memorable holiday season for your clients and your business.

PRINT TOUCHPOINTS

American Lifestyle Magazine

Send something that stands out more than a greeting card—and costs less. [Get a free PDF sample.](#)



Free Printables for Agents

Gift your clients something sweet as a thank you for their business and referrals. [Click here.](#)



Hand out these Hot Cocoa Treat Bags to stay top of mind this season. [Click here.](#)

6 Postcards to Send in December



Holiday Recipe



Client Testimonial



New Year, New Home



Home Selling w/ QR Code



Thinking of Selling?



Scented Simmer Pot Recipe

[Get these exact postcards—click here!](#)

DECEMBER

SOCIAL MEDIA TOUCHPOINTS

Social Media Post Ideas for December



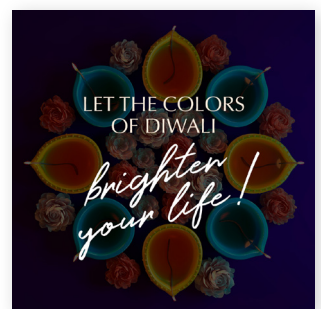
Hello Winter



Kwanzaa



This or That?



Diwali



Home Improvement



Home Decor



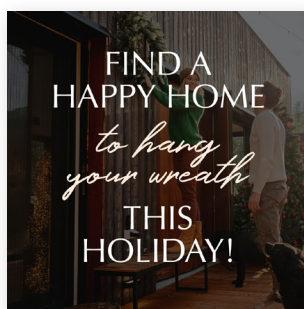
Holiday Gifts



Home Decor



Finance



Home Decor



Quote



New Home



New Home



New Years



New Home



Stay Warm

[Get these designs, and set them up to automatically post to your social media—click here!](#)

DECEMBER

EMAIL TOUCHPOINTS

Find Your Dream Home Newsletter Template

Subject Line: New Year, New Home: Your Fresh Start Awaits

Email Body:

As we approach the end of the year, it's the perfect time to start planning for a fresh start in the new year. Imagine welcoming it in your dream home!

We have a selection of stunning properties available for purchase, perfect for those looking to make a move. From cozy cottages to modern mansions, there's something to suit every taste and budget.

[Include links to your latest listings. You can also include photos of stand-out properties.]

Don't miss out on this opportunity to make your New Year's resolution a reality.

Call to Action: Contact me today to schedule a viewing or to learn more about our available properties.

[Your Name]

[Your Contact Information]

Holiday Shopping & Gift Guide Newsletter Template

Subject Line: Deck the Halls with Holiday Shopping: Your Local Guide

Email Body:

Get into the holiday spirit with our curated guide to local shopping and gift giving. Discover unique and thoughtful presents for everyone on your list, right in your neighborhood.

[Insert image of local holiday market or shop]

Local Favorites: Explore our top picks for locally owned shops and boutiques. [Include links to local businesses.]

Unique Finds: Scour antique stores for one-of-a-kind gifts that will truly delight your loved ones.

Support Local Artisans: Check out a holiday market to score original art pieces and hand-made crafts, homegoods, and keepsakes.

[List your local business recommendations.]

Call to Action: Schedule a consultation today to discuss your real estate needs and receive a special holiday offer.

[Your Name]

[Your Contact Information]

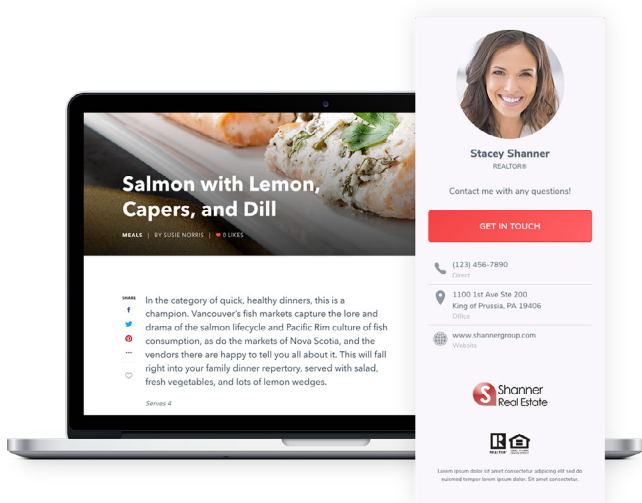
Branded Posts Newsletters

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Digital Magazines

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It comes with a custom-designed email that is prewritten and ready to send. [Learn more.](#)



THE PERFECT HOLIDAY TOUCHPOINT

When everyone else is sending generic holiday cards, you can stand out in a remarkably memorable way with **your own personally branded magazine**.



6 AREAS TO CUSTOMIZE:

- FRONT COVER
- FRONT INSIDE COVER
- TWO TEAR OUT CARDS
- BACK INSIDE COVER
- BACK OUTSIDE COVER

GET A FREE PDF SAMPLE—CLICK HERE!



American Lifestyle

Good to Be Home

Start Healthy

Business in Action