

GROWTH BLUEPRINT

MASTERING THE PATH TO SUSTAINABLE GROWTH IN REAL ESTATE



EASYSTREET
REALTY



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“SUCCESS DOESN’T COME FROM WHAT YOU DO OCCASIONALLY; IT COMES FROM WHAT YOU DO CONSISTENTLY.” – MARIE FORLEO

WELCOME TO YOUR GROWTH BLUEPRINT

IT’S TIME TO START THE JOURNEY TO SUCCESS.

This guide was created to help you build consistent, effective marketing and business habits that support your long-term success in real estate. Inside, you’ll find practical tools, step-by-step resources, and proven strategies designed to help you stay organized, show up confidently, and strengthen your presence in the market.

WHAT’S INSIDE YOUR GROWTH BLUEPRINT:

- **Establish your metrics** - Set the foundation of your business with key targets for transactions, revenue, and growth so you can measure progress.
- **Define your UVP** - Develop meaningful content that highlights what makes you unique and how to communicate it in your messaging.
- **Marketing strategies** - Explore creative ways to grow your brand, generate leads, and nurture client relationships.
- **Create a clear roadmap** - Build a consistent, year-long plan to guide your marketing and business efforts.
- **Tools and templates** - Use the resources available to streamline your workflow and stay focused.

Success doesn’t happen overnight. It comes from showing up, staying consistent, and using the tools available to you. By working through this blueprint, you’ll walk away with actionable steps to help you build a thriving real estate business. And you’re not doing it alone—we’re here to support you every step of the way.

HAVE QUESTIONS OR NEED HELP?

Our team at Highgarden Real Estate is here to help with all your questions and marketing needs. You can reach us at marketing@highgarden.com, and a member of our team will be in touch.

If you’d like to schedule a strategy session or discuss a custom design project, please feel free to reach out to Brie directly at bdavis@highgarden.com.

MEET
YOUR TEAM



Brie Davis



Emily Kissel

MECHANICS OF YOUR BUSINESS

LET'S FIGURE OUT YOUR GOALS FOR NEXT YEAR.



Scan the code to watch a video about the productivity tracker

WHAT'S YOUR PRODUCTION?

TRACKING YOUR TRANSACTIONS IS CRUCIAL FOR MEASURING SUCCESS THROUGHOUT THE YEAR.

Use the productivity tracker sent to you via email to log essential details such as:

- Client Name
- Property Address
- Total Monthly Production Volume
- Source of Business
- List Price vs. Sold Price
- Closing Date
- Buyer or Listing
- Net Commission
- Subdivision

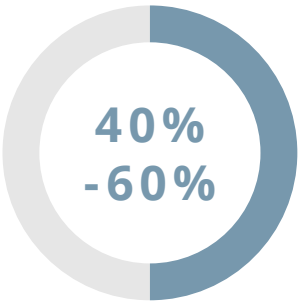


Make sure to record these details after every transaction to stay on top of your progress.

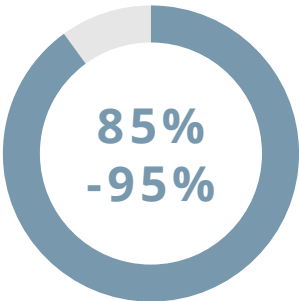


Scan the code for the tracker.

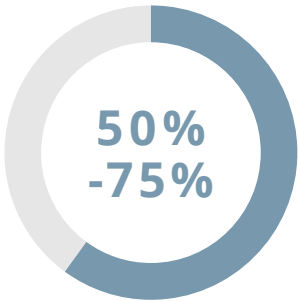
BUYER & SELLER CONVERSIONS



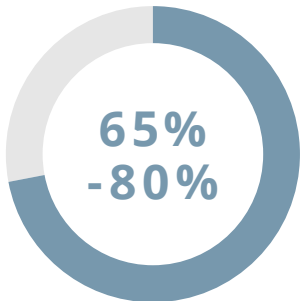
40% to 60% Buyer consultations result in a signed exclusive agency agreement.*



85% to 95% Buyer purchase agreements that result in a closed transaction.*



50% to 75% Listing appointments result in a signed contract.*



65% to 80% Listing contracts that result in a closed transaction.*

CHATGPT PROMPTS

FOR BUYERS: Based on industry averages, if 40% of my buyer consultations result in signed exclusive buyer agency agreements and 85% of signed agreements lead to closed transactions, how many buyer consultations do I need to get XX closed purchases.

Number Of Buyer Appointments Needed: _____

FOR SELLERS: Based on industry averages, if 50% of my listing appointments result in signed listings and 65% of signed listings close, how many listing appointments do I need to get XX closed listings.

Number Of Seller Appointments Needed: _____

*Stats are based on the Indiana average for listing appointments and buyer consultations.
Stat Source: ChatGPT



Let's look at your numbers from the previous year and log them below. Once you've done that, make a goal for what you want to achieve for next year.

NEXT YEAR'S GOALS

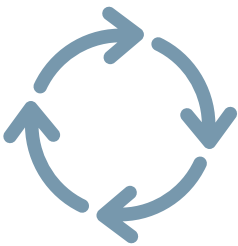
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NEXT YEAR'S GOALS

BUYERS	SELLERS

SEASONALITY OF YOUR BUSINESS

Use the grid below to strategize your target units for the upcoming year, ensuring you take into account the fluctuating volumes across different seasons. This will help you plan your timeline of tasks to achieve your goals.



PY	NY		PY	NY
		January		Quarter 1
		February		
		March		
		April		Quarter 2
		May		
		June		
		July		Quarter 3
		August		
		September		
		October		Quarter 4
		November		
		December		

KEY

PY = Previous Year
NY = New Year



MONTHLY BUDGET TRACKING

Keeping your monthly budget updated helps you track where your money is going, which marketing efforts are working, and where to invest for growth. It gives you control over your business and keeps your finances on track. Below is an example, and you can scan the QR code to access the blank spreadsheet.



Marketing Budget Tracker									
Marketing Touchpoints	JANUARY	Jan Leads	FEBRUARY	Feb Leads	MARCH	Mar Leads	Q1 TOTAL		
Direct Mail (Monthly Budgeted Amount here)	\$575.50	2.00					\$575.50		
Social Media Ads (Monthly Budgeted Amount here)	\$25.00	1.00					\$25.00		
Website/Technology (Monthly Budgeted Amount here)	\$0.00						\$0.00		
Print Materials (Monthly Budgeted Amount here)	\$150.00						\$150.00		
Client Events (Monthly Budgeted Amount here)	\$0.00						\$0.00		
Pop-Bys (Monthly Budgeted Amount here)	\$0.00						\$0.00		
Sponsorships (Monthly Budgeted Amount here)	\$0.00						\$0.00		
Other (Monthly Budgeted Amount here)	\$0.00						\$0.00		
TOTAL DOLLAR AMOUNT SPENT	\$750.50	-	\$0.00	-	\$0.00	-	\$750.50		

Above is a screenshot of the tracker. Enter your monthly budget next to each Marketing Touchpoint, then record how much you actually spend in the columns to the right. Beside that, log the number of leads generated for each touchpoint that month. The tracker is organized by quarters, with yearly totals at the end.

END OF THE QUARTER REVIEW

How did your expenses compare to your budget?

Which marketing channel had the highest expense? Do you feel it was a good investment?

What's one thing you will change about your marketing plan next month?

BUILDING A SUCCESSFUL REAL ESTATE BUSINESS



LET'S START WITH WHAT MAKES YOU UNIQUE.

Every great business starts with knowing what makes you unforgettable. Your unique skills, experiences, and beliefs are the fuel that set you apart — and when you tap into them, marketing becomes natural and powerful. This exercise will help you uncover your **Unique Value Proposition (UVP)** so you can confidently share your story, attract the clients who need you most, and build a business that thrives year after year.

WHY SHOULD A CLIENT CHOOSE ME OVER ANOTHER AGENT?

UNCOVERING YOUR EDGE

1. What do I do better or differently than other agents?

2. What personal experience or perspective makes me uniquely empathetic or relatable to clients?

3. What type of client or situation do I serve exceptionally well? Why am I the best choice for them?

4. What system, strategy, or approach do I use that reduces stress and creates a better client experience?

5. What reviews, stats, or results demonstrate my success and credibility?

6. What core belief or philosophy do I hold about real estate that inspires clients and drives the way I work?

7. How do I go above and beyond to support my clients and community?

HOMework: PUT YOUR UVP INTO ACTION

Now that you've defined your **Unique Value Proposition (UVP)**, it's time to turn it into a client-facing tool.

YOUR TASK:

1 Draft a short, compelling bio using your UVP answers (use ChatGPT). Highlight your personal edge, ideal client, process, proof, and beliefs. Keep it authentic, client-focused, and easy to read.

2 Use the Bio Sheet template (**available in the Flyer section of our Adobe Express and Canva templates**) to create a polished, professional bio sheet. Your bio sheet tells the story of why clients should choose you — make it memorable and relatable.



Adobe Express
Templates*



Canva
Templates



JENNY CARRINGTON
REALTOR® • 317-557-6244 • jcarrington@highgarden.com

With 7 years of real estate experience in Central Indiana, I've had the privilege of helping countless clients navigate one of the biggest decisions of their lives. As part of a Top 10 Brokerage backed by decades of expertise, I bring over \$15 million in closed business to the table, along with extensive market knowledge and strong negotiation skills. As a Industry multi-award winner, I believe in operating with honesty and integrity, always putting my clients' needs first. Whether you're buying or selling, I'm here to make the process smooth, successful, and as stress-free as possible!

MY MISSION

My mission is to provide a seamless and stress-free real estate experience, grounded in clear communication, trust, & expert guidance. Through my proven system & local expertise, I deliver results that align with each client's unique goals, all while building lasting relationships based on integrity & personalized service.

MY BUYER SERVICES

- Market Education
- Customized Property Searches
- Access to Off-Market Listings
- Scheduling and Attending Showings
- Comparable Market Analysis (CMA)
- Offer Preparation
- Negotiating Terms
- Inspection Coordination
- Repair Negotiations
- Managing Deadlines and Documentation
- Appraisal Coordination
- Guidance on Title and Escrow

WHAT MY CLIENTS ARE SAYING

"Couldn't have picked anyone better than Jenny to help us with the whole process. She was very attentive to us and made us feel very comfortable, kept us very informed through every step of the way... We appreciate her hard work very much." - Vanessa & Juan R.

"Jenny brings the best positive, honest energy to every walkthrough! She loves her clients as family and goes above and beyond for each person. Jenny will literally work for your dreams and is willing to fight through each process (no two are the same)." - Hannah & Micah B.

"Jenny is person centered and focused on your goal and needs. She was committed to making sure that I found a home that was a good fit for my family. She was kind and professional. She is an expert in her field and answered all of my questions with patience and clarity. Jenny took so much stress out of the process." - Tara M.

"HIGHLY recommend using Jenny Carrington! Jenny sat down with us to educate us on the whole process before we started. We felt prepared and empowered as we got started. Jenny was proactive, responsive and extremely efficient. She made the process enjoyable and streamlined - her expertise made all the difference in helping us with our goals." - Trish & Jack M.

www.junajamesre.com

*Must be signed into your Adobe Express account to access the templates from the QR Code.

WHO IS YOUR AUDIENCE?



IT'S IMPORTANT TO BUILD YOUR DATABASE AND KNOW WHO'S IN IT, SO YOU CAN CREATE MORE TARGETED MARKETING.

WHO ARE THE PEOPLE IN YOUR DATABASE? WHO DO YOU SERVE?

HOW DO YOU GROW YOUR SOI (SPHERE OF INFLUENCE) DATABASE?

G

PROSPECTING FOR GROWTH

Make it a priority to take action **every month** to expand your sphere and build connections.

- Geo Farming
- Open Houses
- Lead Router
- Prospecting Pool
- Networking Events
- Self Promotion
- Paid Ads
- Buying Leads
- Social Media
- Cold Calling



HOW DO YOU CATEGORIZE YOUR SOI DATABASE?

Make it a habit to audit your sphere list quarterly to ensure clients are placed in the right categories.

A

BEST SUPPORTERS

People who know, love, and trust you

They have worked with you and will refer you

B

HOT-WARM LEADS

People that are ready to pull the trigger on buying/selling

0-6 months out from making a move

C

BACK BURNERS

Need to find out where they are in their real estate journey

Potential business
6+ months out from making a move

D

THE LOOKERS

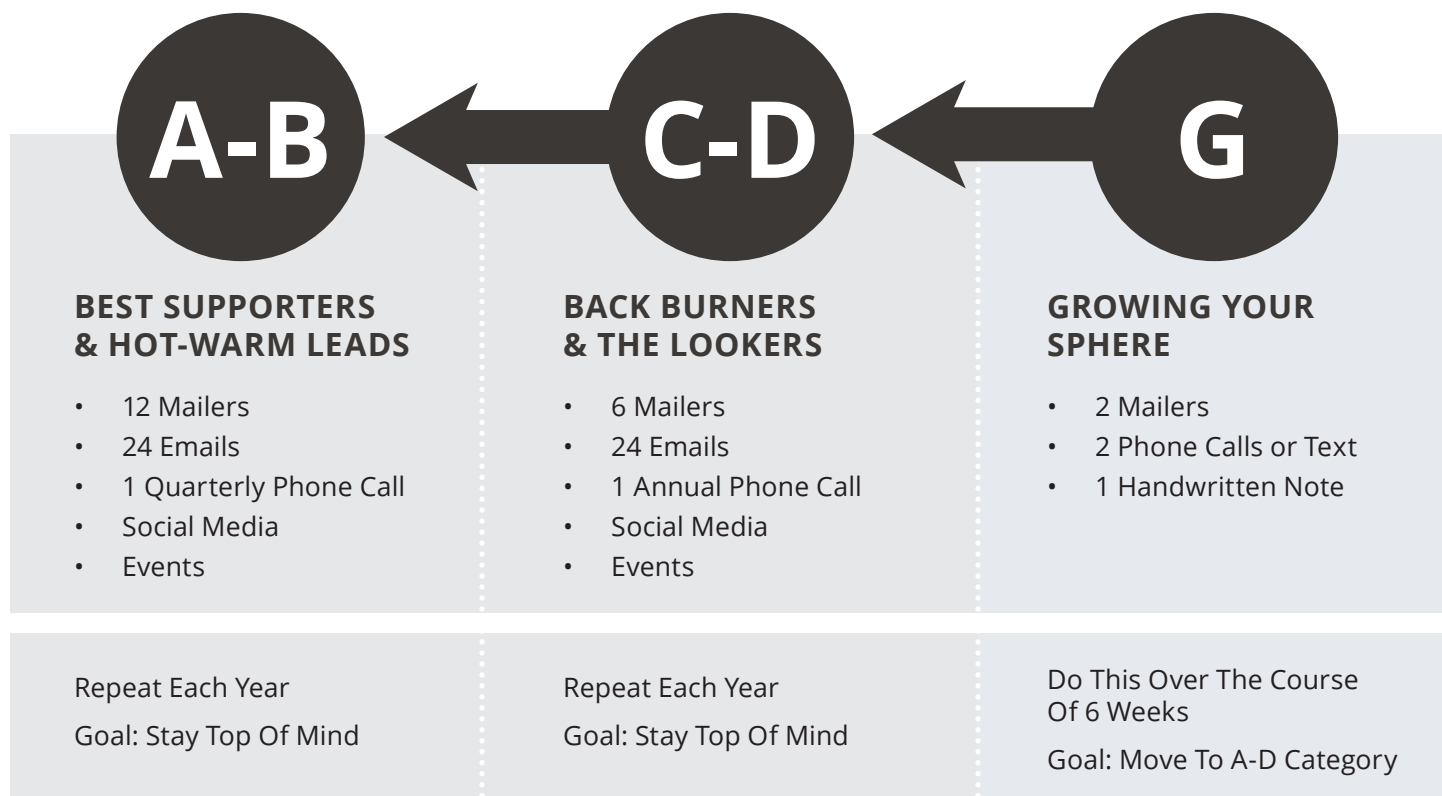
People who are just looking or leads that are uncommunicative

Or people in your sphere that aren't looking or referring

HOW DO YOU REACH OUT TO YOUR AUDIENCE?



Below is a high-level, industry-standard formula showing how many touchpoints to use each year to stay top of mind with your A-G categories. It's easy to adapt to your business.



EXAMPLES OF RELEVANT MESSAGING

C Category → Potential Seller (1 Year out)	G Category → Softball Teammate
GOAL: You want to stay top of mind with this potential seller so when they are ready, they will reach out to you. 1. Send an email in January - List to help prep a home for sale. 2. Send an email in February - Timeline for 1 year out from selling. 3. Send an email or text in March - Progress check-in. 4. Send an email in April - Where not to spend money on upgrades.	GOAL: Convert a G client to a D by hosting a Football Kickoff Party and inviting your softball teammate (G Client). 1. Verbal Invitation to softball teammate. 2. Text a reminder of the party. 3. Host the event. 4. Send a thank you text for coming to event. 5. Connect through social media so they can see your RE Content. 6. Send out a newsletter with local sports events and RE Branding. 7. Convert to "D" Category.



TOUCHPOINTS

STAY TOP OF MIND WITH YOUR SPHERE EACH MONTH BY USING THESE TOUCHPOINTS



DIRECT MAIL

- Postcards
- Handwritten Notes
- Letters



EMAILS

- IMS Campaigns - Automatic
 - Monthly Market Updates
 - Neighborhood Sold Updates
 - Home Value Report



PHONE CALLS

- Set a goal for how many calls you need to make each week and time block so you can get them done



SOCIAL MEDIA

- 80/20 Rule
- Post 3x a week
- Post at least 1 story each day
- Time Block to schedule/plan out each month
- Be the area expert



POP-BYS/DOOR-KNOCKING

- Find ideas Online on Pinterest, Etsy, Google, etc.
- Door Hangers - Geo Farming



CLIENT EVENTS

- At least 2 events each year

ADDITIONAL NOTES:



DIRECT MAIL

YOU COMPETE WITH LESS IN A PHYSICAL MAILBOX VS. SOMEONE'S INBOX.

POSTCARDS

We have a couple of vendor options you can use when you order postcards: Postcard Central and Xpressdocs. Both vendors can be accessed through **theagentlocker.com** under the Quick Links section.

Postcard Central has the most economical option and the most company-branded template options.

LEAD TIME FOR POSTCARDS

Production takes **1-3 business days** when the order is placed. It's then sent to the USPS.

First Class mail - 2-5 days

Standard Mail - 7-14 days



CHECK OUT
POSTCARD
CENTRAL BY
SCANNING
THE CODE!



HANDWRITTEN NOTES

Sending someone a handwritten note is a nice touch that goes above and beyond what most people do. Your clients are more likely to open a handwritten note to them.

Sending a hand-written note makes a significant impact and helps create a memorable impression.

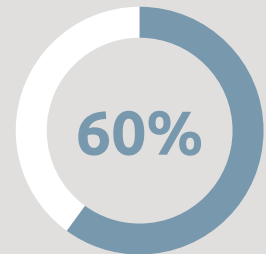
LETTERS

You can send letters out to your sphere anytime! Want to create a monthly newsletter or send a farming letter? We have Adobe Express and Canva templates for that available on **theagentlocker.com**.

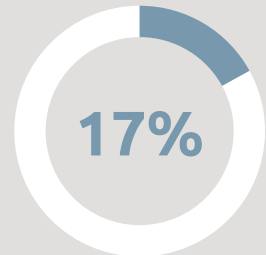
WHY YOU NEED TO BE USING DIRECT MAIL



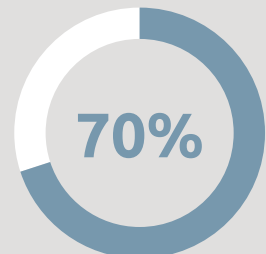
4/10 Americans look forward to checking their mail **EVERY DAY**



60% of people reported that direct mail had a **MORE LASTING** mental impression on them



Consumers believe direct mail messaging is 17% **MORE TRUSTWORTHY** than email messaging



70% OF CONSUMERS:

- **PREFER TRADITIONAL MAIL** for cold, unsolicited offers
- Say mail makes them **FEEL VALUED** as a customer
- Say mail, rather than email, gives them a **BETTER IMPRESSION** of the company that sent it



EMAILS

OUR IMS INCLUDES A VARIETY OF DONE-FOR-YOU EMAILS THAT ARE AUTOMATICALLY SENT TO YOUR CLIENTS UPON THEIR ENROLLMENT.

MONTHLY MARKET UPDATE

- Gets sent to your client the first week of each month.
- Set up based on zip code, city, county, or custom map.
- Customizable to your client.
- Shows properties just listed in the area and just sold - 5 each.

NEIGHBORHOOD SOLD UPDATES

- Only gets sent out when a home in your client's neighborhood is sold.
- It tells your client the list price, sold price, and days on the market for their neighbor's home.

HOME VALUE REPORT

- Gets sent out around the 15th of each month.
- It lets your client know the value of their home and the equity in their house.



PHONE CALLS

AN EASY WAY TO STAY TOP OF MIND OR GENERATE NEW BUSINESS

REASONS TO CALL YOUR SPHERE

- Check in to say hello
- Life Events - seen on Facebook/Instagram
- Refinance
- I saw your neighborhood values have increased. Have you thought about making a move?



ChatGPT can give you even more ideas!

CALLS TO GENERATE BUSINESS

- Cold Calling - use the prospecting pool, call FSBO, or expired listings to generate more potential business.

SET A GOAL FOR HOW MANY CALLS YOU NEED TO MAKE EACH WEEK AND TIME BLOCK EACH DAY SO YOU CAN GET THEM COMPLETED.

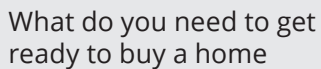


PHONE CALLS EACH YEAR:

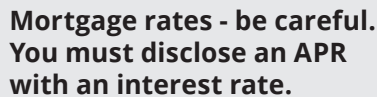
A-B - 1 QUARTERLY CALL
C-D - 1 ANNUAL CALL



EDUCATE



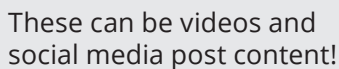
MARKET UPDATES



AREA EXPERT

Personal

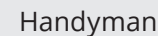
QUESTIONS



IN THE MOMENT



VENDORS



W | 14



POP-BYS/DOOR-KNOCKING

GREAT FOR AN IN-PERSON TOUCHPOINT TO HELP YOU STAY TOP OF MIND



Pop-bys are small, thoughtful gifts with a tag featuring your contact details and a message. Drop them off at your client's home seasonally or for events. If they're not home, snap a photo or video to let them know. Keep extras in your car for easy distribution after appointments.

DOOR-KNOCKING

Door-knocking is a highly effective way to connect with people in the neighborhood and introduce yourself. It's a valuable addition to your Geo Farming strategy or a great way to engage with neighbors when hosting an open house. For open houses, try the 10-10-20 method: knock on ten homes on either side of the property and 20 homes directly across the street. Pair your visit with door hangers, flyers, or pop-by gifts to leave a lasting impression!

*We offer **FREE** pop-by tag and door hanger templates in both Adobe Express and Canva for you to customize and use in the DIY Marketing Resource section.*



CLIENT EVENTS

LET YOUR CLIENTS KNOW HOW MUCH YOU APPRECIATE THEM.
THIS IS YOUR CHANCE TO BE A MEMORY MAKER!

Client events offer a genuine opportunity to express gratitude to your clients without any obligations. By becoming a memory maker, you ensure that your clients remember you when their next real estate venture approaches.

Remember, the impact of the invitation itself is substantial, regardless of whether a client can attend the event. Simply extending the invitation conveys your thoughtfulness and inclusion.

A bi-annual schedule, with events in both the first and second halves of the year, is optimal. You might even consider aligning these events with the changing seasons to add an extra layer of charm.

EVENT IDEAS

- Movie Viewing/Drive-In Movie
- Food Or Clothing Drive
- Coat Or Toy Donations
- Pie Pick-Up
- Front Porch/Family Picture Sessions
- Game Night
- Backyard BBQ/Cookout
- Food Or Ice Cream Truck
- Sponsor Events
- Pictures With Santa
- Afternoon At A Pumpkin Patch
- Wine Or Beer Tastings
- Meet Your Neighbor
- Happy Hour
- Ladies/Guys Night Out
- Trunk Or Treat
- Golf/Sports
- Pottery/Painting Party
- Pet Parade/Playdate



PROACTIVE VS. PASSIVE TOUCHPOINTS

TOUCHPOINTS CAN BE ACTIVE—PERSONAL AND DIRECT—OR PASSIVE—ONGOING AND IN THE BACKGROUND. BOTH HELP YOU STAY TOP OF MIND.



PROACTIVE TOUCHPOINTS

Direct, intentional interactions you initiate with your sphere of influence (SOI) to build relationships and create opportunities.

EXAMPLES

- Making a phone call to check in on a past client
- Writing a personalized handwritten note
- Meeting someone for coffee
- Sending a tailored text message about market activity



PASSIVE TOUCHPOINTS

Indirect or automated ways of staying visible to your SOI without requiring direct, one-on-one interaction each time.

EXAMPLES

- Sending a monthly email newsletter
- Posting on social media
- Direct mail postcards
- Automated holiday/birthday cards

PUTTING IT INTO PRACTICE

Combining multiple touchpoints is far more effective than relying on just one to reach your audience.

FARMING YOUR NEIGHBORHOOD

- Postcards + Pop-Bys
- Letter + Networking Event or Neighborhood Event

FARMING NEIGHBORHOODS YOU WANT TO SELL IN

- Letter + Pop-Bys
- Postcards + Networking Event or Neighborhood Event

NETWORKING EVENT - BUYER'S 101

- Invitation + Event + Follow Up

NETWORKING EVENT - END OF SUMMER BASH

- Invitation + Event + Pop-By/Giveaway + Follow Up

SOCIAL MEDIA

- Posting Static Image + Engage with Audience
- Posting Reel + Giveaway + Direct Messaging
- Posting Story with Poll + Engage with Audience

1

HI NEIGHBORHOOD!
I'M YOUR NEIGHBOR AND A REALTOR®

Name
Title
XXX-XXX-XXXX

2

NEIGHBORHOOD NAME
2024 REAL ESTATE UPDATE

3 ACTIVE HOMES ON MARKET

12 PENDING HOMES

3 AVERAGE DAYS ON MARKET

14 HOMES SOLD SINCE 1.1.23

\$250,000
AVERAGE SALE PRICE

\$275,000
AVERAGE LIST PRICE

\$285,000
2023 AVERAGE SALE PRICE

3

DO YOU KNOW THE
VALUE
OF YOUR HOME?
CONTACT ME TODAY TO FIND OUT!

Name
Title
XXX-XXX-XXXX
Email
Website

LET'S REVIEW AND BRAINSTORM

Now is the time to think big! On the next few pages, use the prompts and check boxes to help you think of what makes you unique, your audience, touchpoints, lead generation, and messaging ideas to use for your marketing this next year. This will help you keep your audience in mind to tailor the right message with the right touchpoints.

1. RECAP FROM PAGE 2

Look at next year's goals and lead source breakdown. Fill in the numbers in the table.



NEXT YEAR'S GOALS

LEAD SOURCE	BUYERS	SELLERS
SOI (Sphere of Influence)		
Lead Router		
Prospect Pool/Cold Calls		
Geo Farm		
Expireds		
FSBO		
Open House		
Past Clients/Referrals		
Social Media		
Purchased Leads		
Total Units		

2. WHAT TOUCHPOINTS WILL YOU USE?

- ☐ Direct Mail
 ☐ Social Media
- ☐ Emails
 ☐ Pop-Bys/Door Knocking
- ☐ Phone Calls/Texting
 ☐ Client Events

HOMWORK: PREP YOUR MONTHLY BUDGET TRACKER

Do some research about the cost for the touchpoints you want to use and put the estimated cost in your monthly budget tracker.

3. WHAT DOES THIS ALL LOOK LIKE? WHAT'S THE SALES CYCLE?





4. IDEAS FOR CONTENT AND MESSAGING

Check the boxes below for the content ideas you like best. These are just ideas to help you get started. Write down other ideas that come to mind as you go through the list.

ADD VALUE

- ☐ MIBOR Stats/Market Updates
- ☐ Neighborhood Stats
- ☐ Send Home Value Email (in IMS)
- ☐ Send Neighborhood Update email (in IMS)
- ☐ Educate on Buying/Selling Process
- ☐ Highlight Neighborhood/Area
- ☐ Home Ownership Tips
- ☐ Local Development News (businesses, parks, schools, etc)
- ☐ Provide moving/relocating tips
- ☐ Educate on Investment Opportunities (rentals, flips, etc)

THEMED

- ☐ Hyper-Local Content (mailers, emails, social media spotlights)
- ☐ Holiday Cards & Pop-Bys
- ☐ Seasonal Content (spring cleaning, curb appeal, etc)
- ☐ Buyer/Seller Series (First-timebuyers, Move-Up Buyer strategies, Selling in a shifting market, etc)
- ☐ Newsletters
- ☐ Community Events Calendar
- ☐ Client Milestones (Birthdays, new baby, retirement, marriage/engagement, anniversaries, etc)
- ☐ New listings, solds, closing highlights, testimonials

EXPERIENCES

- ☐ Client Events (Happy hours, appreciation parties, movie nights, etc.
- ☐ Food, Diaper, Clothes Drives
- ☐ Sponsorships
- ☐ Support for Organizations you love and are involved in
- ☐ Home-Related Workshops
- ☐ Educational Seminars
- ☐ Co-Host events with local businesses
- ☐ Neighborhood events
- ☐ Fitness themed events (charity walks, yoga in the park, etc)

Write down any additional ideas and start thinking about how to apply your chosen touchpoints to them.

5. HOW DO YOU INCORPORATE YOUR UVP IN YOUR MESSAGING?

ANNUAL MARKETING CALENDAR

Here's a sample Annual Marketing Calendar in action. **It follows the formula on page 10.** Think of it as inspiration—your calendar will look different, tailored to your business and budget.

QUARTER 1

JANUARY

- A-D Clients: Sign up all clients for the automated emails in the IMS
- A-B Clients: Postcard or Handwritten Note
- A-B Clients: Check-in Phone call/text
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 1 - Spring Mill Farms
- Evaluate CRM Categories
- Update Productivity Tracker
- Update Monthly Budget Tracker

FEBRUARY

- A-B Clients: Postcard or Handwritten Note
- C-D Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 2 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

MARCH

- A-D Client Event
- A-B Clients: Newsletter
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 3 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

NOTE: Send out a Just Listed and Just Sold Card for Each listing.

QUARTER 3

JULY

- A-B Clients: Postcard or Handwritten Note
- A-B Clients: Check-in Phone call/text
- C-D Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 7 - Spring Mill Farms
- Evaluate CRM Categories
- Update Productivity Tracker
- Update Monthly Budget Tracker

AUGUST

- Clients: A-B Newsletter
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 8 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

SEPTEMBER

- C-D Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 9 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

NOTE: Send out a Just Listed and Just Sold Card for Each listing.

HOMEWORK: CREATE YOUR ANNUAL CALENDAR

Scan the code to download and print a blank Annual Marketing Calendar.
Use it to plug in the ideas you brainstormed and decide which months to run them.



QUARTER 2

APRIL

- A-B Clients: Postcard or Handwritten Note
- A-B Clients: Check-in Phone Call/Text
- C-D Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 4 - Spring Mill Farms
- Evaluate CRM Categories
- Update Productivity Tracker
- Update Monthly Budget Tracker

MAY

- A-B Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 5 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

JUNE

- A-B Clients: Newsletter
- C-D Clients: Check-In Phone Call/Text
- C-D Clients: Postcard or Handwritten Note
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 6 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

NOTE: Send out a Just Listed and Just Sold Card for Each listing.

QUARTER 4

OCTOBER

- A-D Client Event
- A-B Clients: Postcard
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 10 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

NOVEMBER

- A-B Clients: Postcard or Handwritten Note
- A-B Clients: Check-In Phone Call/Text
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 11 - Spring Mill Farms
- Evaluate CRM Categories
- Update Productivity Tracker
- Update Monthly Budget Tracker

DECEMBER

- A-D Clients: Send out a Christmas Card
- Social Media: Create 12 posts for month & post a story each day
- G Clients: Host 2 open houses this month
- G Clients: Geo Farm Mailer 12 - Spring Mill Farms
- Update Productivity Tracker
- Update Monthly Budget Tracker

NOTE: Send out a Just Listed and Just Sold Card for Each listing.

ANNUAL MARKETING CALENDAR

QUARTER 1

JANUARY

FEBRUARY

MARCH

NOTE:

QUARTER 3

JULY

AUGUST

SEPTEMBER

NOTE:

Use this calendar to plan your marketing activities for the year. Consider which prospecting methods and touchpoints will best reach your audience, along with any other key goals for your business.



QUARTER 2

APRIL

MAY

JUNE

NOTE:

QUARTER 4

OCTOBER

NOVEMBER

DECEMBER

NOTE:

PUTTING IT INTO PRACTICE: YOUR CLIENT EVENT (EXAMPLE)

Now that you've brainstormed your ideas, let's look at a concrete example of how to bring one to life. Client events are a fantastic way to show appreciation and generate referrals—but they work best with a clear plan. Below is a sequence of touchpoints for hosting a client event, along with where they might appear on your Annual Marketing Calendar.

GOAL: Host an annual client event to strengthen relationships and generate referrals.

1 CHOOSE EVENT THEME, DATE/TIME, & LOCATION

- Theme: Fall at the Pumpkin Patch
- Location: Stuckey Farms
- Date: October 17, 2026

2 CREATE AN INVITATION & SEND IT OUT

- Send 6–8 weeks before event (Sept. 4)
- Mail a beautiful invitation to your A–D clients. Keep the message warm and personal so they feel valued. A physical invitation stands out in the mailbox and makes the event feel special and exclusive.

3 EVENT REMINDER 1

- Send 4 weeks before event (Sept 18)
- Send an email or text reminding guests to RSVP. This low-cost, high-impact touchpoint boosts attendance and keeps your event top of mind.

4 EVENT REMINDER 2

- Send 1 week before event (Oct. 12)
- Send another email or text with details like location, parking info, and a quick "Can't wait to see you!" message. This personal touch helps guests feel prepared and excited.

5 DAY OF EVENT

- October 17
- Focus on making genuine connections. Greet everyone personally, take photos, and engage in conversations. This is where your unique superpower and personality shine.

6 SEND A THANK YOU TO ATTENDEES

- Send 1 week after event (Oct 23)
- Send a heartfelt handwritten note or personalized email with a few photos of the event. This reinforces your gratitude and gives you a natural reason to reconnect.

ACCESS THE TASK SHEETS & CALENDAR SHEETS

Scan the codes below to download and print blank task sheets and blank calendar sheets. These tools will help you stay organized and on track to accomplish your goals.



Task Sheets



Monthly Calendar

[illegible]

Refer to the event example on page 23, then use the task sheet below to map out everything you'll need to do to bring the event to life—along with realistic deadlines for each step.



TASK: _____

DETAILS

☐	_____	Deadline: _____
☐	_____	Deadline: _____
☐	_____	Deadline: _____
☐	_____	Deadline: _____
☐	_____	Deadline: _____
☐	_____	Deadline: _____
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☐	_____	Deadline: _____
☐	_____	Deadline: _____
☐	_____	Deadline: _____

ADDITIONAL NOTES

October 2026 Event Task Sheet (Example)

Here is an example of a completed task sheet using the event details from page 23. You'll see that every step has been mapped out with clear, realistic deadlines. The next page (p. 26) shows the October Monthly Calendar view, illustrating how these tasks translate into your monthly schedule alongside everything else listed on the sample annual calendar.



TASK: A-D (Client Pumpkin Patch Event (Fall Event))

DETAILS

☐ Determine what day you would like to have your Fall Event & Determine location options	Deadline: <u>8/7</u>
☐ Secure a location for Fall Event	Deadline: <u>8/14</u>
☐ Pull together the mailing list of A-D clients you want to invite to event	Deadline: <u>8/17</u>
☐ Reach out to Brie to design Fall Event Invite + supporting marketing materials needed	Deadline: <u>8/19</u>
☐ A-D Clients: Mail out Pumpkin Patch Event Invite	Deadline: <u>9/7</u>
☐ Determine what items will you need the day of the event (snacks, drinks, prizes, goodie bags, etc.)	Deadline: <u>9/11</u>
☐ 4 weeks out from event: Email or text A-D Clients a reminder of the event	Deadline: <u>9/19</u>
☐ Order or pick-up items for the prizes, goodie/swag bags, cups, plates, napkins	Deadline: <u>9/19</u>
☐ Assemble goodie/swag bags	Deadline: <u>10/10</u>
☐ 1 week out from event: Email or text A-D Clients a reminder of the event	Deadline: <u>10/10</u>
☐ Pick up signage for the event	Deadline: <u>10/12</u>
☐ Pick up the food and drinks for the event	Deadline: <u>10/15-10/16</u>
☐ Arrive at the venue early and set up - approx. 2 hour set up	Deadline: <u>10/17</u>
☐ Host the Pumpkin Patch Client Event	Deadline: <u>10/17</u>
☐ A-D Clients - Write out Thank You notes to clients that attended event	Deadline: <u>10/19-10/23</u>
☐ A-D Clients - Send out handwritten Thank You notes to clients that attended event	Deadline: <u>10/23</u>
☐	Deadline: _____
☐	Deadline: _____
☐	Deadline: _____
☐	Deadline: _____
☐	Deadline: _____
☐	Deadline: _____

ADDITIONAL NOTES

What to bring Day of Event: costume, signs, food, drinks, paper goods, swag/goodie bags, games, prizes

MONTHLY CALENDAR

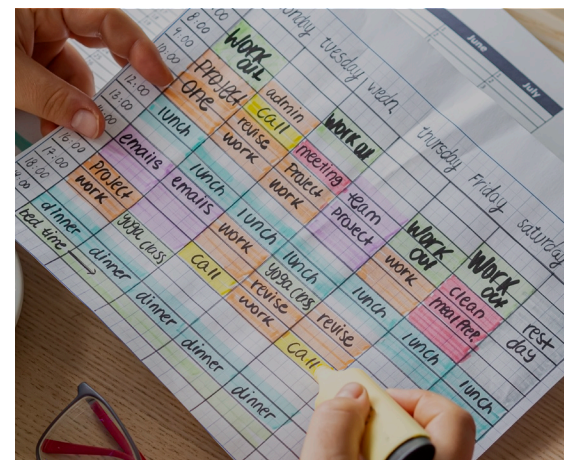
MONTH: October 2026 (Example)

SUN	MON	TUE	WED	THU	FRI	SAT
				1 • Story Post	2 • Story Post • Review A-B PC • Prep A-B Mailing list	3 • Story Post
4 • Story Post • Host Open House	5 • Story Post	6 • Story Post • Send client PC	7 • Story Post	8 • Story Post	9 • Story Post	10 • Story Post • Send final reminder for event • Assemble swag bags
11 • Story Post	12 • Story Post • Pick Up signage for event	13 • Story Post	14 • Story Post	15 • Story Post • Pick Up Food & Drinks for event	16 • Story Post • Pick Up Food & Drinks for event • Prep for event	17 • Story Post • Host Client Event
18 • Story Post • Host Open House	19 • Story Post • Reach out to Brie for Geo Farm PC • Write Thank you notes	20 • Story Post • Write Thank you notes	21 • Story Post • Write Thank you notes	22 • Story Post • Write Thank you notes	23 • Story Post • Review Geo Farm PC • Prep Geo Farm Mailing list • Mail out Thank you notes	24 • Story Post
25 • Story Post • Begin Nov. social Media Plan	26 • Story Post	27 • Story Post • Send Geo Farm PC	28 • Story Post	29 • Story Post • Wrap up & Schedule Nov. social Media Posts	30 • Story Post	31 • Story Post

TIME BLOCKING

MAXIMIZE PRODUCTIVITY WITH TIME BLOCKING
EACH DAY TO COMPLETE TASKS

Time blocking is an effective way to stay organized and on track with your business and marketing plan. By dedicating specific time slots to tasks like lead generation, client follow-ups, and marketing, you avoid distractions and ensure essential activities get done. This method helps you stay focused on your long-term goals while making daily progress toward growing your real estate business.



BRAND GUIDELINES

FOR EASYSTREET REALTY



NEED THE HRE BRAND ASSETS?
SCAN THE CODE DOWNLOAD THEM!



BRINGING OUR BRAND TO LIFE

The Highgarden Real Estate and EasyStreet Realty logos are trademarks of Highgarden Real Estate, Inc. and EasyStreet Realty, Inc.. To protect and grow the Highgarden Real Estate and EasyStreet Realty brands, we have distinguishable logos that can be used in marketing. Please follow our standard Logo Usage Guidelines when displaying the Highgarden Real Estate and/or EasyStreet Realty logos.

GENERAL MARKETING GUIDELINES

- All marketing must utilize the proper company trademarks, logos, and disclosures per state and local license law, Equal Housing Organization regulations, and advertising guidelines.
- Agents must utilize the proper company logo, Equal Housing Organization logo, and applicable REALTOR® logo.
- All direct marketing pieces must include any required agency relationship disclosure (i.e., If you are currently in an agency relationship with another REALTOR®, please disregard this advertisement.)
- All advertising quoting payments must include the required truth in lending disclosure(s).
- **All real estate-related advertising must be sent to marketing@highgarden.com or marketing@easystreetrealty.com for Corporate approval prior to printing and distribution.**

APPEARANCE OF COMPANY NAME

The Company Names should always appear as shown in bold below. Correct spelling is essential.

Highgarden Real Estate

Note: It is Highgarden Real Estate, not Highgarden Realty.

EasyStreet Realty

Note: There is no space between the words Easy and Street, and both words are capitalized.

When using acronyms for the companies, **HRE** and **ESR** should be used.



EASYSTREET REALTY LOGO

The EasyStreet Realty logo is required on all marketing materials. Below are the two versions of the logo that can be utilized.

STACKED LOGO



HORIZONTAL LOGO



USAGE GUIDELINES



CLEAR SPACE

Maintaining the appropriate clear space around the logo is vital to ensure that other graphic elements do not compromise its visual impact. Please leave a minimum clear space of 20 pixels around the logo. If resizing is necessary, make sure to maintain the original dimensions proportionately.

ASPECT RATIO

It is crucial to preserve the original aspect ratios of all logo types. Do not stretch or skew any company logo image. If a specific file dimension is necessary and the original file is being distorted to fit the template, please contact the marketing department. They will provide a properly adjusted image with the required dimensions and/or DPI for your use.



**THE LOGO SHOULD
BE NO SMALLER THAN
1 INCH IN WIDTH.**

LOGO COLOR VARIATIONS

The logo offers four approved color variations: full color, all black, all white, or all white with the symbol in color. Any color variation beyond these options will not receive approval.



EASYSTREET LOGOTYPE

The stacked or horizontal versions of the EasyStreet logo are the preferred choices. While there are specific instances where the EasyStreet logotype can be utilized, it is advised to **contact the Marketing Department before using this element**.

EASYSTREET
REALTY

EASYSTREET
REALTY

LOGO FILE TYPES

To prevent white or black squares around the logo, it is advisable to utilize the .PNG file format, which includes a transparent background. When providing images to companies for product manufacturing, it is recommended to supply vector images in .EPS format to achieve the best quality outcome.

IMAGE RESOLUTION

For optimal image quality in print, the logo files are configured at 300 DPI (dots per inch), and it is crucial to maintain this resolution. To adhere to this guideline, it is recommended to consistently utilize the original files instead of clipping or screenshotting them from any company website or marketing materials.

THE EASYSTREET SYMBOL



The EasyStreet symbol is a design element, **not the logo**.

Please use the stacked or horizontal logos on all your marketing materials.





EASYSTREET COLORS

This is the primary color palette used in EasyStreet's branding and marketing materials.



GRASS GREEN

PMS 7495 C
RGB 135-150-55
CMYK 30-4-85-30
HEX 879637



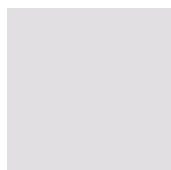
CHARCOAL

PMS Black 7 C
RGB 58-58-58
CMYK 69-62-61-52
HEX 3A3A3A



SKY BLUE

PMS 5425 C
RGB 125-154-170
CMYK 44-15-7-22
HEX 7D9AAA



LIGHT GRAY

PMS Cool Gray 1 C
RGB 224-222-223
CMYK 11-9-8-0
HEX E0E0DF

EASTSTREET FONTS

These are the fonts incorporated within the EasyStreet branding. In case Libre Caslon and Open Sans are not accessible, alternative font options are also available.

LIBRE CASLON

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Alternative font for Libre Caslon: Caslon
Libre Caslon a Google font and can be downloaded from this site: fonts.google.com

USED FOR HEADLINES AND PULL QUOTES

OPEN SANS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Alternative fonts for Open Sans: Lato
Open Sans and Lato are both Google fonts and can be downloaded from this site: fonts.google.com

USED FOR SUBHEADS AND BODY COPY

RESOURCES

EXPLORE THE ADDITIONAL TOOLS AND MATERIALS AVAILABLE
TO SUPPORT YOUR BUSINESS.



NEED HELP FINDING RESOURCES?
SCAN THE CODE TO GO TO THE AGENT LOCKER!



TURNKEY TEMPLATES

AVAILABLE ON ADOBE EXPRESS, CANVA, POSTCARD CENTRAL AND XPRESSDOCS

We offer a wide variety of **FREE**, customizable templates through Adobe Express, Canva, Xpressdocs, and Postcard Central.

To access everything, visit **TheAgentLocker.com**. The Adobe Express and Canva templates are located in the **DIY section under Marketing Resources**, while postcard templates can be found in the Quick Links section under Postcard Central. Business card options are also available in the Quick Links section through the Xpressdocs link.

Below is a list of the template categories:

- Buyer & Seller Presentations
- Social Media Posts & Cover Photos
- Door Hangers
- Newsletter & Farming Letters
- Flyers
- Pop-By Tags
- Business Cards (Xpressdocs)
- Postcards (Postcard Central)



NEED ASSISTANCE WITH THE TEMPLATES?

Reach out to the Marketing Department, and we can help or teach you how to use them!
marketing@highgarden.com



SCAN THE CODE TO GO TO POSTCARD CENTRAL

You'll be able to check out all the branded done-for-you postcard templates.



HRE SIGN OPTIONS



Our signage options can be found on **theagentlocker.com** in the Marketing Resources, under signage. You can also scan the QR Code on this page to access the options.

We've made it easy for you to create professional, compliant signage with downloadable InDesign templates for all your signage needs, including shingles, 30"x20" horizontal for-sale signs, open-house signs, and riders.

HOW TO USE THE TEMPLATES FROM THE SITE

1. Download the desired yard sign panel InDesign file.
2. Share the file with your local sign vendor to update it with your personal contact information.
3. Work with your vendor to ensure the final product maintains the integrity of the design and is printed to your specifications.

IMPORTANT REMINDERS

- You are responsible for selecting your sign vendor, verifying the accuracy of your personal information, and purchasing appropriate sign frames.
- **No changes to the design are permitted other than updating your personal contact information unless approved in advance by the Corporate Marketing Department.**
- Use of unapproved signage is prohibited. If unapproved signage is discovered, it must be replaced immediately with an approved version.

NEED CUSTOM SIGNAGE?

If you're looking to create a custom sign, please contact Brie Davis at **bdavis@highgarden.com** for assistance.

FOR SALE SIGN OPTIONS30"X20"

These signs can be paired with the metal frames and should be printed in corrugate plastic or metal material.

OPTION A



OPTION B



SHINGLE OPTIONS 24"X30"

Shingle signs are the preferred choice for showcasing your listings. These signs are crafted from durable 3mm metal material and include grommets at the top for easy hanging from a wooden post.

OPTION A



OPTION B



OPTION C



NEED CUSTOM SIGNAGE?

If you have a custom brand or are looking for a unique Highgarden-branded sign, please contact **Brie Davis** at bdavis@highgarden.com for personalized assistance.

Please note that a design fee applies to custom design work.

OPEN HOUSE SIGN OPTIONS 24"X18"

To complement these signs, use metal H-stakes, and for added information, consider including a corrugated rider displaying days and times.

OPTION A



OPTION B



OPTION C



OPTION D



GENERIC & CUSTOM RIDER OPTIONS 24"X6"

Explore our range of rider options, including both generic and custom designs. When placing your order, please specify your preference for the material you would like the riders to be produced in. Your choices are metal or corrugated material. Note that metal material pairs well with shingles, while corrugated is suitable for all other signage.

OPTION A

FOR SALE

OPTION B

SOLD

OPTION C

PENDING

OPTION D

OPEN HOUSE
SAT • 12:00-2:00 PM

OPTION E

OPEN HOUSE
SAT • 1:00-3:00 PM

OPTION F

OPEN HOUSE
SAT • 3:00-5:00 PM

OPTION G

OPEN HOUSE
SUN • 12:00-2:00 PM

OPTION H

OPEN HOUSE
SUN • 1:00-3:00 PM

OPTION I

OPEN HOUSE
SUN • 3:00-5:00 PM

OPTION J

OPEN HOUSE
WED • 5:30-7:30 PM

OPTION K

OPEN HOUSE
THUR • 5:30-7:30 PM

OPTION L

AGENT NAME
317-000-000

OPTION M

317-000-0000
CALL FOR MORE INFORMATION!

OPTION N

 **AGENT NAME**
317-000-000

OPTION O

 **AGENT NAME**
317-000-000

BUYER & SELLER GUIDES

PROFESSIONALLY DESIGNED PDF-**FREE**

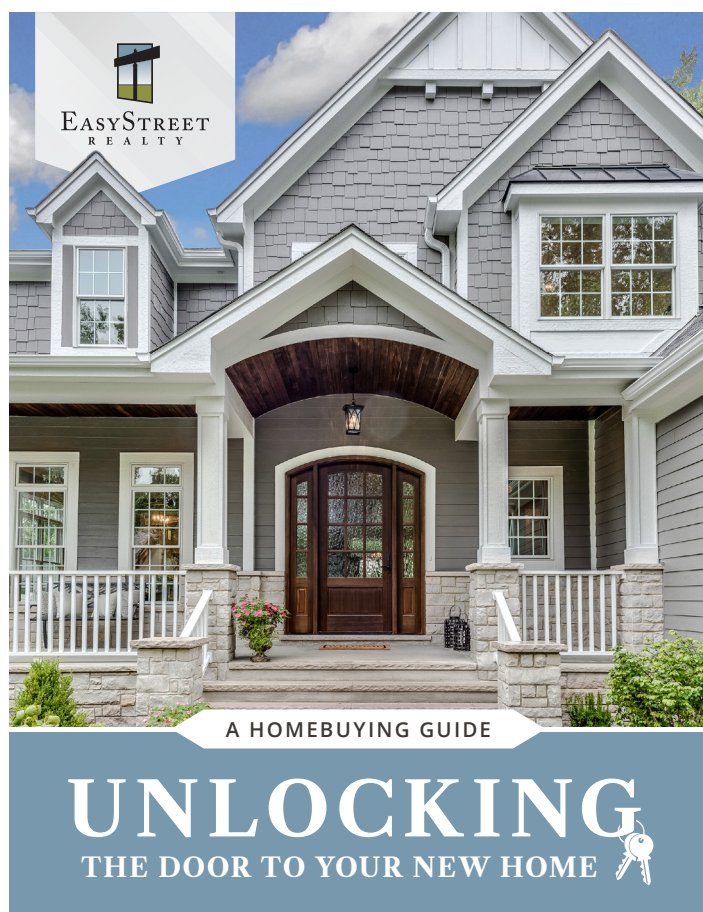
Want to make a strong impression with your clients? Our professionally designed Buyer and Seller Guide booklets are a great way to elevate your presentations and provide valuable information throughout the transaction.

You can find these guides in Additional Marketing Materials within your market's documents and forms section.

To truly stand out, we highly recommend having these booklets professionally printed. If you'd like printing specifications to share with a professional printer, or if you're interested in customizing the guides to your brand, please reach out to Brie Davis at bdavis@highgarden.com.

*THESE PAIR WELL WITH
THE **FREE HRE FOLDERS***

Add your business card and other materials to the folder to create a complete presentation packet.



HRE BRANDED POCKET FOLDERS

REACH OUT TO YOUR MANAGER TO REQUEST SOME - **FREE**

We have professionally printed 9x12 pocket folders with Highgarden branding available. **These folders are FREE** to use and are a great way to keep your presentations organized. Pair them with our professionally printed Buyer or Seller Guides to help you stand out from the competition. Reach out to your manager to request some.

SOCIAL POSTS PROVIDED TO YOU

HOLIDAY GRAPHICS AND MIBOR MARKET UPDATES – FREE



Each month, you'll receive ready-made social media content to help you stay consistent and visible online. This includes holiday posts for the upcoming month as well as the latest MIBOR market stat graphics. Below is how you'll receive and access everything:

HOLIDAY SOCIAL POSTS

1. All current and past holiday posts can be found on TheAgentLocker.com under Marketing Resources and Holiday Social Media Posts.
2. During the last week of each month, you'll receive an email with all holiday posts for the upcoming month.
3. You'll also receive a reminder email the day before each holiday with the corresponding post.

NOTE: Captions are provided for each post, but it's highly recommended that you personalize them and use your own photo whenever possible to boost engagement.

MIBOR MARKET STAT POSTS

MIBOR market stat graphics will be emailed to you around the 12th of each month, once the data is released.

FREE SOCIAL POSTS FOR YOUR LISTINGS

We will send you social posts for your listings. You will receive Just Listed, Pending, Just Sold, and Open House graphics to help you promote your property.

SOCIAL MEDIA & DOCUMENT DIMENSIONS

Below are the dimensions you can use when you're creating a new document in Canva.

- Instagram & Facebook Post - 1080 x 1350 px.
- Instagram Story - 1080 x 1920 px.
- Facebook Story - 1075 x 1920 px.
- Flyer/Newsletter/Letter - 8.5 x 11 in.
- A-2 Note card - 8.5 x 5.5 in. (Flat), 4.25 x 5.5 (Folded)
- Business Card - 3.5 x 2 in.
- Large Postcard Size - 6 x 8.5 in. (Postcard Central)
- Small Postcard Size - 4.25 x 6 in. (Postcard Central)

OTHER HELPFUL TOOLS & WEBSITES

- Grammarly - Check your grammar & spelling.
- Chat GPT - When prompted correctly, it can be your marketing assistant.
- VisitIndy.com - See local events
- VisitHamiltonCounty.com - See local events
- Pexels.com - Stock photo site
- Pixabay.com - Stock photo site
- Unsplash.com - Stock photo site
- Canva.com - Layout design & stock photos
- Boxbrownie.com - Photo retouching & digital staging

*** Always check licensing info on stock photo websites BEFORE you use an image to ensure it's okay to use in your marketing.**



EASYSTREET REALTY

This Growth Blueprint is proprietary and confidential. Redistribution or sharing without written authorization from Highgarden Real Estate is strictly prohibited.

