

# Q1

## KICKSTART

2025 Real Estate  
Marketing Guide



- First Quarter Goals Worksheet
- Monthly Market Insights
- Activities Checklists with Marketing Guide
- BONUS:  
End of Quarter Review



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*“What the new year brings to you  
will depend a great deal on what  
you bring to the new year.”*

—Vern McLellan

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# First Quarter Goals Worksheet

## Identify Your Top Three Goals for the First Quarter

### My #1 Goal:

*e.g., Secure 5 new listings*

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### My #2 Goal:

*e.g., Add 20 new contacts to my sphere of influence*

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### My #3 Goal:

*e.g., Close 3 buyer transactions*

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### Goal 1 Action Items:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_

### Goal 2 Action Items:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_

### Goal 3 Action Items:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_

### Required Resources:

*e.g., Update my CRM, refresh my listing presentation*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

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- 3. \_\_\_\_\_

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*e.g., Update my CRM, refresh my listing presentation*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

### Skills to Develop:

*e.g., Improve my social media marketing strategies*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

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- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

# A Fresh Start for Success

*“Success is the sum of small efforts, repeated day in and day out.”*

—Robert Collier



The January real estate market offers unique opportunities for agents. Coming off the holiday season, January sees motivated buyers and sellers eager to start the year strong.

While winter generally brings a seasonal slowdown, it's also a time when serious buyers and sellers emerge, aiming to accomplish their goals ahead of the spring surge.

## What Makes January a Special Month

January market conditions suggest a prime environment for real estate agents to find success. Interest rates remain a pivotal factor, as many buyers are keen to secure properties before potential rate increases later in the year.

Low inventory may continue to be a trend, resulting in sellers facing less competition and attracting higher offers, while buyers benefit from prompt decision-making.

## How to Get More Clients in January

To capitalize on this market, focus on setting up appointments early with prospective sellers who may have considered listing but hesitated during the holidays.

Position January as a great time to get ahead of spring's competition. For buyers, emphasize urgency and preparedness by helping them get pre-approved and educating them on the benefits of acting before the busier spring season.

## Helping Clients Succeed with Strategy and Confidence

For both buyers and sellers, be the agent who provides clarity and a strategy. Equip clients with data on market trends, explain the importance of swift action, and emphasize your proactive approach to achieving their goals.

By guiding clients with confidence, you set the foundation for a prosperous 2025 real estate journey, starting with January's unique advantages.



## THIS IS YOUR YEAR!

Take \$25 off your first order in 2025 with Promo Code:

**KICKSTART**

Promo Code is not valid for the purchase of Gift Cards.

# January Activities Checklist

Start the year off a step ahead of the game! Here are some effective activities to help you build momentum going into the new year.

- Update Database:**  
*Refresh contacts, marking priority clients and leads.*
- Reconnect with Clients:**  
*Send a "Happy New Year" note and quick market update to your sphere.*
- Plan Marketing:**  
*Schedule monthly or quarterly campaigns for key groups.*
- Send Calendar Postcards:**  
*Keep your farm area and sphere engaged all year.*
- Share Market Update:**  
*Post January trends via email, social media, and mail.*
- Host Open Houses:**  
*Attract motivated buyers early in the year.*
- Refresh Social Media:**  
*Update profiles, photos, and plan January posts.*
- Set Lead Goals:**  
*Set weekly targets for calls and follow-ups.*
- Offer Home Value Analysis:**  
*Promote a free home assessment for interested clients.*
- Host Neighborhood Event:**  
*Meet locals with a casual coffee or talk.*
- Attend Industry Events:**  
*Join events to gain insights and network.*
- Time-Block Schedule:**  
*Plan weekly time for marketing, prospecting, and follow-up.*

# Marketing Guide



## Call to Action Postcards Geographic Farm Campaign

Get Started



## Local Market Stats Postcards

Get Started



## Calendar Postcards

Get Started



## Seizing Early Momentum

*“The future depends on what you do today.”*

—Mahatma Gandhi



February marks a crucial point in the real estate market. The new year is in full swing, and buyers and sellers who delayed decisions during the holidays are now ready to act.

While inventory may still be low in February, motivated sellers can benefit from increased visibility, while serious buyers are eager to find homes before the traditional spring competition intensifies.

### What's Unique About February

February market conditions are influenced by factors like interest rates and inflation, which may impact buyer behavior.

With potential rate adjustments anticipated, buyers are especially motivated to secure properties before any significant rate increases.

This urgency makes February an ideal month to encourage buyers to finalize pre-approvals and act quickly in the market.

### Strategies for Agents to Capture Listings and Buyers

For sellers, emphasize the advantage of listing now rather than waiting for spring, where higher inventory could mean more competition. Help them prepare by staging, pricing competitively, and setting realistic expectations for potential bidding interest.

For buyers, streamline their search and ensure they are ready to move quickly on properties, emphasizing the importance of making strong offers.

### Helping Clients Succeed in February

Guide clients confidently by sharing relevant market data, explaining local trends, and helping them set strategic goals. Position yourself as a knowledgeable advisor who can navigate the February market's unique opportunities.

This approach not only builds trust but also increases your chances of securing successful transactions early in the year. A great momentum builder going into March.

# February Activities Checklist

Keep your momentum going! Here are more productive activities for you to consider. How many items will you check off this month?

- **Prepare Buyers for Spring:**  
*Offer a “Spring Buying Prep” guide to help with pre-approval and budgeting.*
- **Home Maintenance Campaign:**  
*Share a “Winter-to-Spring Checklist” as a resource for homeowners.*
- **Host Open Houses:**  
*Engage early buyers with targeted open houses.*
- **Promote Home Value Assessments:**  
*Offer free home assessments to potential spring sellers.*
- **Share Market Report:**  
*Post local market insights to establish expertise.*
- **Valentine’s Day Social Media:**  
*Post themed content to stay timely and relevant.*
- **Plan March Mail Campaigns:**  
*Schedule postcards focused on spring opportunities.*
- **Check-In with Past Clients:**  
*Make calls to maintain connections and encourage referrals/reviews.*
- **Attend Networking Events:**  
*Connect with local clients and referral partners.*
- **Educate on Interest Rates:**  
*Send an update on rate trends to prompt buyer action.*
- **Update Online Profiles:**  
*Refresh testimonials, listings, and bio.*
- **Share Client Testimonials:**  
*Post testimonials to showcase success.*
- **Send a Spring Newsletter:**  
*Include homeowner tips, market updates, and informative buyer/seller articles.*

# Marketing Guide



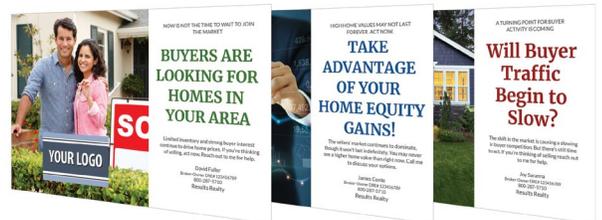
## Content Postcards Sphere of Influence Campaign

Get Started



## Market Dominator Tri-Fold Newsletter

Get Started



## Looking for Listings Geographic Farm Campaign

Get Started



## Time for a Market Shift

*“You keep putting one foot in front of the other, and then one day you look back and you’ve climbed a mountain.”*

—Tom Hiddleston

March is a pivotal month in real estate, bridging the slower winter season with the busy spring surge. Activity levels rise as warmer weather and longer days encourage buyers and sellers to take action.

Buyers become more active, and sellers who planned to list their home in spring may begin testing the market now, seeking motivated buyers.

### What’s Unique About the March Real Estate Market

Market conditions in March, much like February, will be shaped by recent interest rate trends and inflation concerns, which will impact buyer urgency.

Buyers aiming to secure a favorable rate before anticipated rate hikes will be especially motivated, creating an opportunity for agents to close deals quickly.

Inventory may still be tight, but more listings will begin to emerge, giving agents a chance to match serious buyers with new options.

### Strategies for Winning New Clients in March

To succeed with sellers, encourage them to list now to gain an advantage over those waiting until April or May when the market becomes more competitive.

Guide them in preparing their homes, staging effectively, and setting attractive prices to draw attention.

For buyers, keep a close eye on new listings, helping them to be among the first to view and make competitive offers.

### Helping Clients Achieve Success

Support clients by providing timely information on market trends and advising them on the importance of quick decision-making.

As the spring market approaches, establish yourself as their proactive, knowledgeable advisor, prepared to help them achieve their goals in a market poised for growth.

March is an ideal month for you to set the stage for a strong spring season.



# March Activities Checklist

Think you can beat last month? There must be an activity or two below that will get you closer to your goals. Check off as many as you can!

- Engage Potential Sellers:**  
*Reach out to spring sellers and emphasize listing early.*
- Host Spring-Themed Open Houses:**  
*Attract buyers with spring decor and refreshments.*
- Update Listings with Fresh Photos:**  
*Arrange new photos to capture listings at their best.*
- Share Spring Market Update:**  
*Post trends, growth forecasts, and tips in a video or blog.*
- Run a “Buyer Ready” Campaign:**  
*Share a prep checklist with buyers to help them get ready for spring.*
- Send First-Time Buyer Mailers:**  
*Target postcards with info on buyer programs.*
- Post Spring Content on Social Media:**  
*Share staging tips, market insights, and moving advice.*
- Promote Upcoming Listings:**  
*Share a “Coming Soon” list with clients and leads.*
- Run a Referral Contest:**  
*Encourage referrals with a “spring giveaway” for your past clients.*
- Partner with Local Businesses:**  
*Cross-promote with moving companies, landscapers, and cleaners.*
- Host a Client Appreciation Event:**  
*Invite clients to a spring coffee or picnic for networking.*
- Increase Prospecting Efforts:**  
*Step up calls, door-knocking, and FSBO outreach.*
- Expand Geographic Farming:**  
*Send spring-themed postcards to your target neighborhoods.*

# Marketing Guide



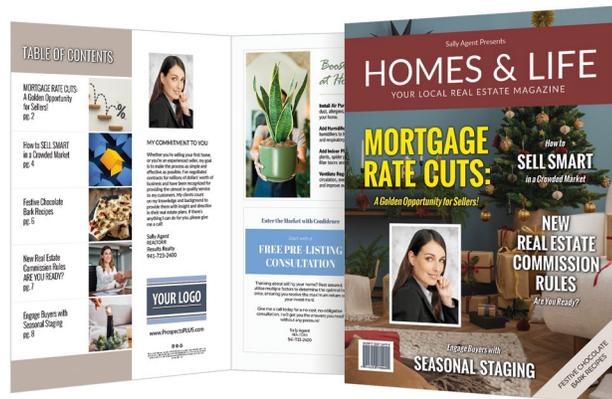
## Spring Postcards

Get Started



## Avoidable Home Seller Pitfalls Geographic Farm Campaign

Get Started



## Homes & Life Magazine

Get Started





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*“The secret of change is to focus  
all of your energy; not on fighting the  
old, but on building the new.”*

—Dan Millman

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# Q1: End of Quarter Review

## My Achievements and Progress

Number of My Q1  
Goals Achieved

Number of  
Listings Secured

Number of Closed  
Transactions

Number of New  
Leads Generated

Number of Buyer  
Clients Signed

### My Biggest Wins:

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### My Most Successful Strategies and Actions:

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### My Additional Achievements and Milestones:

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### My Key Takeaways and Identified Areas for Improvement in Q2:

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