

☰ SPRING REAL ESTATE BUSINESS CHECKLIST

Update your real estate business for spring with this easy to follow checklist.

Create or update your lead generation systems.

- Update and schedule social media ad campaigns
- Select and order note cards for clients ready to buy or sell now
- Select and order thank you note cards for all referring parties (title agents, escrow agents, real estate agents, business network, past clients, etc.)
- Select and order gifts for your recently closed clients
- Create and schedule email drip campaigns
- Create and schedule your summer newsletters for print or email delivery
- Create and schedule delivery of market reports for select clients
- Select and order postcards for direct mail campaigns to specific farms

Create or update your lead management system.

- Create or update system for leads ready to buy or sell now
- Create or update system for leads ready to buy or sell in 3-6 months
- Create or update system for leads who are not ready to buy or sell
- Purge any leads that are inactive

Complete general business maintenance for the quarter.

- Review and update your business plan
- Review and update your marketing budget and plan
- Add all upcoming community networking events to the calendar
- Add all upcoming club or association networking events to the calendar
- Conduct an inventory of all signage and replace outdated or damaged materials