

Save Time. Outsource Your Marketing.

Real estate agents wear a lot of hats, including marketing. When the return on investment of your time is low, consider outsourcing your marketing.

Hours | Marketing Task

- _____ Define your target audience.
- _____ Craft the message you want to share with them.
- _____ Choose a free or paid design tool to create your marketing piece.
- _____ Choose or designing graphics.
- _____ Design and edit your marketing collateral.
- _____ Choose a printing vendor, send your file and pick up your finished product.
- _____ Re-design and reprint your file because oops, you missed a typo!
- _____ Write and design cover letters.
- _____ Create your mailing lists.
- _____ Print labels and put them on envelopes.
- _____ Run out for supplies like envelopes, and printer ink cartridges.
- _____ Stuff envelopes with marketing pieces and make sure the addresses match.
- _____ Reprint labels and letters. (There is always some snafu getting them set up perfectly!)
- _____ Mail marketing pieces. Include time it takes to go to the post office, stand in line and drive home.
- _____ Follow up on your mailing with an email.
- _____ Commit to posting content and your listings regularly on social media, and across all your social channels.
- _____ **Total Hours**

Add the hours you put into this campaign and multiply it by your hourly rate* to see if it's a good investment of your time.

$$\begin{array}{ccccc} \text{_____} & \times & \text{_____} & = & \text{_____} \\ \text{Total Hours} & & \text{Your "Hourly Rate"} & & \text{Total} \end{array}$$

Use this worksheet to track the hours you spend on your marketing efforts now to see if it makes sense for you to keep doing it or if it's time to outsource.

**We know your income and hours vary. To get a ball park hourly rate, divide your average weekly income by 40.*



Surprised by your marketing cost?

Most agents are, and this doesn't take into account hard costs such as paper, envelopes and stamps. Many brokerages have robust marketing support that can make this part of your job easier. However, if you want to simplify even more, invest in a full-service marketing solution like [Buffini & Company's Referral Maker® PRO](#). It can save you time and money!

We offer:

- ✓ Complimentary access to Referral Maker® CRM.
- ✓ Complimentary access to Referral Maker® Social Suite, powered by Back At You. An automated social media marketing solution with MLS integration.
- ✓ Receive a monthly Marketing Kit with mailers, notecards, a marketing calendar, and more—plus a digital kit with eReports, presentations, and cover letters. It includes a schedule guiding you on when to send each item and what to say.
- ✓ Discounts on training course and complimentary digital access to The Pathway to Mastery®—Essentials! Discounts on Buffini & Company events.
- ✓ Access to the Buffini Referral™ Network.
- ✓ Invitations to join Buffini Groups and Community.

Let our industry experts show you how to become a marketing pro by letting us handle your marketing. Schedule a call today: buffini.com/bc.