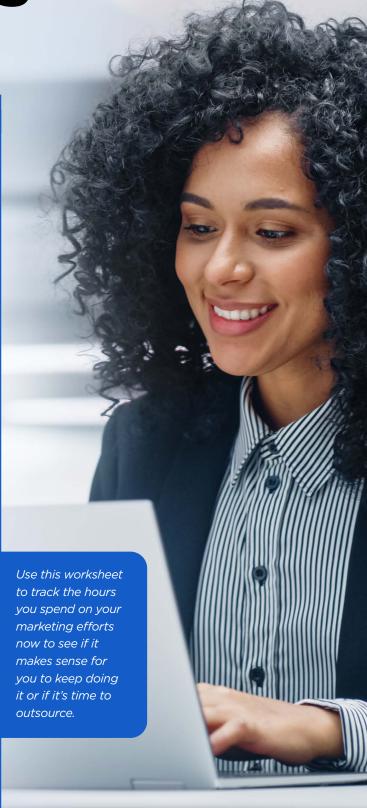
Save Time. Outsource Your Marketing.

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.	
Total Hours Your "Hourly Rate" Total	







## 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: <a href="mailto:buffini.com/bc">buffini.com/bc</a>.

