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Yearly Realtor Touch Plan-Sample

Month 1

1. Welcome Email
2. Phone Call Introduction
3. Direct Mail: Market Update
4. SMS: Follow-up on Welcome and Market Update

Month 2

5. Email: Home Buying/Selling Tips
6. Phone Call: Checking In
7. SMS: Reminder of Availability for Questions/Help
8. Monthly Newsletter via Email

REAL ESTATE AGENTS OF THE REACH ESTATE TEAM ARE SUPPORTED BY REACH ESTATE WWW.BUSINESSSERVICEPARTNERSHIP.COM WITH LIVE ADVISORS TO OUR TEAM AGENTS UNDER THE MANAGEMENT OF CHAD HANNA, TEAM LEAD, ENSURING A SMOOTH TRANSACTION. ALL INFORMATION IS FOR EDUCATION PURPOSES ONLY.



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Month 3

- 9. Market Update Email
- 10. SMS: Highlight from Market Update
- 11. Phone Call: Discuss Market Update
- 12. Direct Mail: Local Community Events

Month 4

- 13. Email: Home Maintenance Tips for Spring
- 14. Phone Call: Checking In
- 15. Personal Meeting/Coffee: Relationship Building
- 16. SMS: Follow-up on Meeting

Month 5

- 17. Monthly Newsletter via Email
- 18. Phone Call: Discuss Newsletter Highlights
- 19. SMS: Event Invitation Reminder
- 20. Attend a Local Event Together

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Month 6

- 21. Market Update Email
- 22. Phone Call: Checking In
- 23. SMS: Personal Note/Check-in
- 24. Direct Mail: Half-Year Review/Thank You Note

Month 7

- 25. Email: Home Maintenance Tips for Summer
- 26. Phone Call: Checking In
- 27. SMS: Home Maintenance Reminder
- 28. Personal Meeting/Lunch: Relationship Building

Month 8

- 29. Monthly Newsletter via Email
- 30. Phone Call: Discuss Newsletter Highlights
- 31. SMS: Market Update Reminder
- 32. Direct Mail: Invitation to a Client Appreciation Event

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Month 9

33. Client Appreciation Event

34. Email: Follow-up on Event

35. Phone Call: Post-Event Check-In

Month 10

36. Monthly Newsletter via Email

37. Phone Call: Checking In

38. SMS: Reminder of Availability for Questions/Help

Month 11

39. Email: Home Maintenance Tips for Winter

40. Phone Call: Checking In

41. Personal Meeting/Coffee: Relationship Building

42. SMS: Follow-up on Meeting

Month 12

43. Monthly Newsletter via Email

44. Phone Call: End of Year Check-In

45. SMS: Happy New Year Greeting

46. Direct Mail: Year-End Review and New Year Wishes

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