

## **NEWSLETTER TEMPLATE INSTRUCTIONS**

First, a message to Newbies! This newsletter template with all its resources is designed to present you (and more experienced agents) as a knowledgeable, caring professional. You may not feel that you're there yet, but you're closer than you might think. You have had experience with houses because you've either bought or sold one or lived in one. And you passed the real estate licensing test. And you're an avid reader of all things real estate because you're so excited about this career! Therefore, you know more than most people you'll encounter. Just try to internalize that and the fact that it's OK to say "I don't know, but I will find out for you." (And then do it quickly.) No one knows everything there is to know about a subject.

But if you still need a bit of convincing, consider teaming up with a more experienced agent in your office. You can both be on the newsletter header; you can both contribute content; and you'll benefit from the other agent's listings. She can use the farming newsletter in her farm, and you in yours. No conflict!

The information below explains why each section in this newsletter is important and how and where to get verbiage to plug into it. It's not that hard. You just need a nodding acquaintance with Microsoft Word, and once you get your own template set up it should only take a couple of hours to create each subsequent newsletter. You can do it monthly or bimonthly.

This is a paper newsletter, in black type on white or colored paper. It is supposed to look like you did it—not like a glossy, purchased, impersonal one. The point of this is to show your farm that you work and to give them something they can hold in their hands and save. Believe me, they save them; I've had people pull out newsletters going back five years. That doesn't happen with electronic newsletters or most glossy purchased publications.

Each of the four pages is 8.5 x 11, and when pasted up they result in an 11 x 17 newsletter. Unless you have a really fancy printer at the office, you'll need to have a service print it for you. I have used Costco's printing service with great results. You can do it all electronically; just send them your file and they will ship the newsletter back to you. Check them out at <http://www2.costco.com/Images/Content/misc/PDF/PnCInfo.pdf>. But I would discuss the layout and folding, etc., with them over the phone once they receive your file. And while you're at it, have them fold it in half and then half again if you do plan to mail it.

Heads up! Don't let the size or format of this newsletter intimidate you. Read the last paragraph on Page 5.

## NEWSLETTER TEMPLATE BY PAGES

### Page One

#### Left hand column

Pretty self-explanatory. If you are not a broker, do not put “Sales agent.” Put “Realtor” because it sounds more experienced. If you don’t have a lot of years in real estate sales but you have been in the finance, construction, escrow, or other related field, include those in your tally; they are part of the “industry.” If you’re brand new, just omit the years of experience. No one will miss it; it’s just nice to include if you can.

#### Masthead

Think of a catchy name for your newsletter. And try to get a nice scenic graphic for the background that depicts your geographical area or specialty (i.e., a ranch for agents who sell horse property).

#### Section A – Cover Stories

This is where you either write your own news story or copy and paste from another source. Here are some wonderful sites, and as members of the associations, you have permission to reprint the articles:

- National Association of Realtors (NAR): Articles that members can copy and publish are at: <http://realtormag.realtor.org/sales-and-marketing/handouts-for-customers>. Some of the sections are: *For Buyers, For Sellers, Get Ready for Homeownership, Before You Sell, Get Ready for Showings*, and lots more. Always attribute that the story is a reprint from...
- California Association of Realtors (CAR): <http://www.car.org/aboutus/onecoolthing/> One Cool Thing Emails: In CAR’s own words: *Cool charts, infographics, top ten lists, and more!* These easily copy and paste into newsletters,
- California Association of Realtors recently launched their own e-mail newsletter template which links to numerous timely articles that you can reprint in your own print newsletter.

On Page 2 of the template (“More ‘A’”) you can overflow text or insert another article.

I like to write a short introductory paragraph before launching into articles written by someone else, to show that I thought about it and felt it would be relevant to my readers

## Section B – The Footer

The footer. Very important! It's a reminder to readers to check out your webpage. If you don't have a website yet, your company most likely does. But better for you to direct readers to your own website. Check out <http://smmcats.com/>. Ron Childress did my website and I've had rave comments about it. Check mine out at [www.CathyTurney.com](http://www.CathyTurney.com). I do virtually nothing to maintain my website, and Ron makes me shine!

## Page Two

## Section C – Seasonal Tips

Try to write this one yourself. Depending on what part of the country you're in, you can describe how to deal with the weather as it relates to home maintenance, home-buying, anything you think your readers need to know.

## Section D - Testimonial

If you're new in the business, you might not have any testimonials. However! Undoubtedly, people have said nice things to you, and you can ask to quote them. If you're working with a buyer who has expressed his gratitude for your patience while showing him 100 homes, say to him, "I really appreciate your saying that. My readers would like to know that I thoroughly educate my clients about the market. Would you mind if I quote you in my newsletter?" *What's he going to say?!* And if he says not to use his name, ask if you can use his first name and the initial of his last name.

If you're owed some testimonials but the clients have writer's block, send them an e-mail saying, "It was so nice helping you (do whatever you did together). You commented that no one worked as hard as I did/represented your best interests so well/whatever nice thing they said. Would you mind if I write up a couple of sentences for your approval to appear in my newsletter?" I've done this a number of times. They never said no.

## Section E –Inspiring quote or message

This is a very important part. It works on readers subliminally, giving them the (true) impression that you are thoughtful and caring. They can be found in:

- *Bartlett's Familiar Quotations*
- Google searches for "inspirational quotes"
- Refined searches using key words such as "home ownership" or any other topic you'd like to focus on (weather, holidays, kids, pets)

## Section F – Light-hearted story or humorous anecdote

This is where your personality shines through, either by finding a good story or writing one yourself. I write "Bubbles' and Spot's Corner," and I've had readers of my

newsletter tell me the first two sections they turn to are the neighborhood sales and my dog stories. But if you have a hobby that would interest a lot of readers, write about that. Cooking is huge! But unless it's something that many readers can identify with, mix it up with different topics. It doesn't have to be funny. It can be heart-warming. But it should convey who you are, personally.

Topics you could write about include:

- Your most memorable transaction (keep it upbeat)
- Your pets—everyone seems to have a cat or a dog or know someone whose cat or dog is cute. Include tips on animal welfare.
- Your kids—limit this
- Food—I like the idea of recipes because so many people love to cook. But make it personal; make it recipes that your family loves or that you inherited and tell why they're loved and describe the memories they evoke. Make it about you.
- I don't recommend writing about travel—some readers can't travel and it could make them feel badly.

### **Page Three**

#### **Section G – Local sales activity**

This section is for sales statistics in and around the cities that you service. People love to read about whether their market has gone up or down. This information is readily available online at most boards of real estate.

#### **Section H – Sales activity in your geographic farm**

If you don't farm a neighborhood (i.e., you farm a specific profession or a cultural group), you might copy one of the stories from the Section A resources about the market.

When you list properties that are active or pending and they are not your own listings, you must mention the name of the listing brokerage. And it's a good idea to put at the bottom that "If your property is currently listed with another broker, this is not a solicitation of your listing."

#### **Section I – Your own listings**

Pretty self-explanatory. If you don't have current listings to post, you can post closed sales, but use the "SOLD" banner across the corner (per the illustration). If you were the buyer's agent, it's OK (in my area) to include those sales, but you must indicate the listing office and that you represented the *buyer*. If you have no listings or sales, entitle this section "Company Listings" and use those (check with your manager first).

### **Page Four**

### Section J – Top half of back page

The left hand column is self-explanatory. The purpose of this section is to let recipients know right away that this newsletter is from you. And whether you mail the piece or not, leave this section as is. It takes up space and subliminally tells readers that you could afford to mail it (vs. hand delivering).

### Section K – Bottom half of back page

The bottom half of this page is static—so you don't have to write more filler every issue. And because in advertising there should be no blank space. You can add whatever services or specialties you have here, but feel free to use what I wrote.

### Thoughts on Distribution

There are several ways to distribute your newsletter which all convey the personal touch (vs. electronic newsletters) in varying degrees:

- Walk it through the neighborhood. There's a lot to be said for this. I do not knock on doors, but I often run into residents who strike up a conversation. It's great for establishing rapport. It's good to have them see you sweat. And I have actually had people list their homes with me because we met while walking our dogs.
- Pay neighborhood kids to pass it out. Not dependable (read my book).
- U.S. Post Office Bulk Mail. My least favorite method. It is so confusing and time consuming that in the old days I paid a service to do this for me.
- My favorite method: EDDM, Every Door Direct Mail, compliments of the U.S. Post Office. I LOVE this! Here's why:
  - You don't need a bulk mail indicia
  - You don't even need mailing labels!
  - It's less expensive than bulk mail (ultimately)
  - Just go online to <http://www.imagemedia.com/eddmppc/> to get an overview. But absolutely do go into the post office first (the main office, not a substation) and have them explain it to you – that makes it much easier.

### IN CONCLUSION!

It's my sincere wish that this information be helpful to you as a *guide*. To make it a much simpler project, take the key elements and put them into a one-page front and back, print newsletter. But, remember! The key to successful farming is your own newsletter that conveys who you are—the best, most knowledgeable Realtor for the job! Happy selling!

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Cathy Turney is the author of the award-winning book, [\*Laugh Your Way to Real Estate Sales Success\*](#) and blogs about real estate at [CathyTurneyWrites.com](http://CathyTurneyWrites.com). Follow Cathy on Twitter at @CathyTurneyLafs.

# *(Your Newsletter Title)*

by (your name)

*News You Can Use!*

(Your photo)

## **(Your name)**

Realtor (or Broker)  
BRE# (Your number)  
(Number of Years in the  
Industry)

## **(Your phone number)**

(Your e-mail address)  
(Your web address)

(Company  
logo)

(Date of issue)

### ***Inside this issue...***

*(List each column in the  
newsletter)*

## **(Article Title)**

Start text here.

See "A"



Visit my website at: [\(your website address\)](http://www.(your website address))

Section  
"B"

**Page 1**

More "A"

In the words of my clients...



*(Type your testimonial in with this font.)*

See "D"

## Seasonal Tips

(Write something about weatherizing, etc.)

See "C"

Inspiring  
message

See "E"

(Light-hearted story or humorous anecdote)

See "F"



Recent Real  
Estate Activity

**AVERAGE SALE PRICES**  
**(Your County)**

**December, 2013 vs.**  
**December, 2014**

**List Cities**  
**In this column**

**Detached**

**Attached**

See "G"

**(Your Farm Area) MARKET ACTIVITY**

Active Listings

See "H"

Pending Listings

*My Listings*

(Or your office's)

(Photo)

(Photo)

See "I"

(Price)  
(Address)  
(Property description)

(Price)  
(Address)  
(Property description)

(Photo)

(Photo)

SOLD

(Price)  
(Address)  
(Property description)

(Price)  
(Address)  
(Property description)

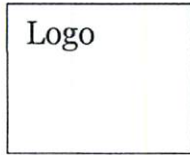
Closed Sales

This area  
is linked  
to "H"

If your home is currently listed for sale, this is not a solicitation of your listing.

Visit my website at: [www. \(your website address\)](http://www.(your website address))

**(Your name)**  
Realtor (or Broker)  
License #(your number)



(Bulk mail  
indicia. Omit if  
you are doing  
EDDM)

(Company address)

*(Season's) Greetings to:*

(Your neighborhood)  
Specialist

800-123-4567

[You@YourEmail.com](mailto:You@YourEmail.com)  
[www.You.com](http://www.You.com)

See "J"

(You can add whatever services you offer here, but feel free to use mine, below. This remains in every issue)

### **Rental Services for Landlords**

Finding the right tenant for your investment property can be a challenge, and it's expensive and time-consuming to market your property. For a very reasonable, one-time fee, these are the services that I provide:

- Rent survey to determine market rent
- Advertising on the Multiple Listing Service and Internet
- Show the property
- Screen applicants' credit, employment, etc.
- Prepare all state-required disclosures
- Assure you comply with current government retrofit laws
- Draw up the lease and oversee the move-in checklist

See "K"

I do not manage the property afterward (a money savings for you). Why pay a property manager a monthly fee to collect the rent and hire repairmen, which you can do yourself? I will, however, be happy to refer you to reliable contractors at no charge.

Call me now for a free, no obligation consultation, and turn your challenge over to a specialist.

Visit my website at: [www. \(your website address\)](http://www.(your website address))