

# A Budget Plan For Your \$uccess

## Consistency and Affordability? Absolutely!

To enjoy long term success, there are three goals you will need to achieve.

1. Build a personal brand that will maximize market share within a competitive industry.
2. Provide consistent market exposure of your current listing inventory to generate revenue.
3. Obtain new listing inventory for future revenue.

All of these goals require consistent and diverse market exposure while maintaining an acceptable profit margin. **TREBworks Marketing Solutions** works directly with our clients to achieve **ALL** of these goals while maximizing their specific budget through our proven 3 step program. Follow these steps for your own success!

## Step #1 Create A Listing Budget

This process will guarantee that you will not overspend through the duration of your listing responsibility while maintaining your overall advertising goals throughout the year. Provide your business with a reasonable percentage from the expected commission to generate the total advertising expense that you will dedicate to each listing.

### Suggested Budget Formula:

Home listed and can be confidently sold at \$350,000.

Base estimate of 3% expected commission = \$10,500.00

Marketing budget of 10% of expected commission = **\$1,050.00 Total Budget**

## Step #2 Choose Your Advertising Methods

There are many options to choose from and you will need to determine which methods will work best for you. Exhaust all of your free options first and then select other methods that will provide you with the greatest exposure throughout the life of the listing. You should assume that your listing will be on the market for at least 90 days and depending upon the listing, it may be much longer. Be prepared when you take the listing. Your money can be spent quickly, so be sure that you can reach all of your goals even in a worst case scenario of one year on the market.

**At TREBworks, we excell at maximizing your advertising budget and overall exposure.**

**Our basic 28 day package includes...**

- **Local Print Exposure:** 14,000 copies of The Real Estate Book throughout Shasta and Tehama Counties.
- **Online Exposure:** Website network of our clients and their listings, TREB.com apps for iphone & Android.
- **Mobile Exposure:** Individual mobile website for each active listing, direct lead capture text code.
- **Social Media Exposure:** Direct links of your listings to all of your social media pages.
- **Direct Mail Exposure:** Each issue of The Real Estate Book is mailed to over 700 listed homes.

### TREBworks 28 Day Cost Breakdown:

Total cost on a quarter page ad = \$155.00 divided by three listings = \$52.00 per listing.

\$52.00 divided into 28 days = **\$1.86 per listing/per day!**

**\$1.86 x 90 days = \$167.00 (1.6% of Commission) \$1.86 x 365 days = \$679.00 (6% of Commission)**

## Step #3 Repeat Steps 1 & 2 For EVERY Listing

This is the most important step of all. There will be times when you will need inventory and you will need to rely on the consistency of previous marketing to keep the flow of the available new business directed to you. The investment you make through each listing you have today will assist you in obtaining new inventory to sell in the future. Keep the three goals in mind and focus on the big picture. By setting and committing to a specific budget for each listing, you will maintain market share, generate revenue and obtain new revenue opportunities all year long!