

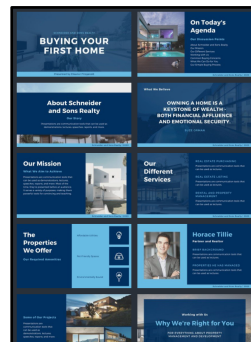
Creative Canva Designs to *Get Noticed and Win Business* in Real Estate!

The video course teaches you exactly how to get started and get busy with creating designs in Canva.

This Resource Guide is designed as a companion piece to give you creative ideas for those designs that you now know how to create.

Let's get started with creating:

- Your new and improved Listing Presentation
- Your Personal Promoter
- Market Area Real Estate Statistics
- Quote Blocks – motivational and/or real estate related
- Your Seller Service Promise
- Your Buyer Service Promise
- Infographics



Looking for instruction on how to use Canva?

Check out our online course:

[Get Noticed & Win Business Using Canva](#) for just \$7!

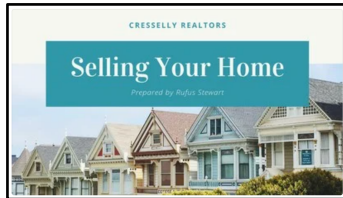
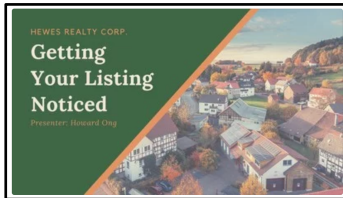
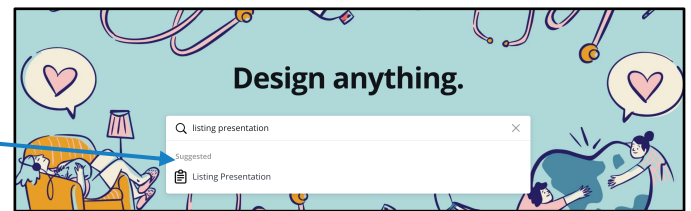
Creative Canva Designs – Listing Presentation

It's one thing to master the how-to of creating new marketing materials in Canva (where to click, etc.)... the video course hopefully taught you that.

But it's often equally difficult to come up with the creative ideas for the designs that will get you noticed and win business. Here are _____ Creative Canva Design Ideas to get your started.

- **Your New & Improved Listing Presentation**

- In the Design Search Bar, type Listing Presentation.
- There are some great templates that you now know how to personalize.



- Each template provides you well-designed pages to cover the most common and important features of your presentation (for sellers, buyers and/or investors).
- Insert the important information about your background, experience, company story, etc.
- But always keep in mind the 6 most important words in any presentation... **"What this means to you is..."** Be sure that the words, images and overall message of your presentation are consistently phrased to inform the potential client in what it means to them.
- **DON'T** – just use facts and figures about your career, education or company.
- **DO** – focus on what each of these facts and figures mean to the potential client. Here are some examples:

"I'm excited to bring my 20+ years of experience assisting buyers and sellers in my area make smart decisions based on the local knowledge and expertise that I can provide."

"My company's outstanding local, regional and global marketing reach helps me best position and expose your property to the most possible buyers."

Creative Canva Designs - Personal Promoter

- **Your Personal Promoter**

- You may call it a Pre-Listing Packet, Personal Promoter or Personal Brochure but you should absolutely have a document (in print and digitally) that you have at your fingertips to share with potential clients.
- This is not your full-length listing or buyer presentation but something that you (ideally) send ahead of every new appointment with a potential client.
- For creating this unique marketing piece, I suggest the “Media Kit” template within Canva. It has absolutely nothing to do with real estate specifically but it has one and two page templates that are beautifully designed for you to create your own Personal Promoter for potential clients.
- A one-page sample is on the following page. Yours will likely have two or even more pages. Here are some content tips:
 - Include your education, even if it’s not specifically real estate related. Your degree in Accounting or English or even Nursing is still important and relevant to you as a REALTOR. You may want to list your past work experience as well, even jobs outside of real estate.
 - Include recent Client Testimonials and/or a list of properties you’ve sold (listing or buy side).
 - Consider including information on your family, charitable organizations that you support. Real Estate is a very personal business so let people get to know you a little bit through this document.
 - Remember the Do’s and Don’ts of the Listing Presentation. Yes, this document is to inform potential clients of your experience, education, etc. But remember to focus everywhere that you can on what this information means to the potential client.



ANGELA AGENT

REALTOR

Strategic Pricing Specialist
Strategic Negotiating Specialist

Helping my clients make smart real estate decisions since 2002.

WHY ME?

My passion and pleasure is assisting people I know and meet to attain their real estate goals by helping them make smart decisions.

I do this by utilizing my 18+ years of real estate experience in my local market. In further support of that, I have an extensive network of local experts on everything from mortgage to marketing, electrical to plumbing and beyond.

WHAT MY CLIENTS SAY...

"Amy handled the successful sale of our home at a particularly difficult time for us and everything was absolutely seamless. We can't thank her enough!"

-John & Mary Smith, April 2020

"We relocated from California to Texas and had no clue about the new area at all. Thank you Amy for spending so much time to help us learn the area and make a great decision with our new home."

-Rob & Kim Jones, February 2020

GET IN TOUCH WITH ME

Home: 123-456-7890

Cell: 123-456-7890

Email: hello@reallygreatsite.com

Website: www.reallygreatsite.com

Facebook: [@reallygreatsite](https://www.facebook.com/reallygreatsite)

Instagram: [@reallygreatsite](https://www.instagram.com/reallygreatsite)

REAL ESTATE SERVICES OFFERED

Selling Your Property Strategically

- As a Strategic Pricing Specialist, I have the specialized expertise and knowledge to guide you to pricing your property for a successful sale in every market situation and condition.
- I utilize a full range of proven online, offline and even word of mouth marketing tactics to expose your property to the most possible buyers.

Home Buyer Solutions for Strategic Home Purchases

- There's more to shopping for and buying a home than just an Internet search or even a property visit.
- I first spend time with my clients to discover your specific needs and real estate goals then use my experience, local knowledge and expertise to guide you to smart real estate decisions.
- As a Strategic Negotiating Specialist, I'm best positioned with specialized skills and education to successfully negotiate the transaction and outcome that suits your needs.

EDUCATION & DESIGNATIONS

Outstanding Real Estate School Hometown, USA

My State Real Estate License (i.e. Broker, Salesperson, etc.)

Real Estate Designations

- Strategic Pricing Specialist - SPS
- Strategic Listing Specialist - SLS
- Strategic Negotiating Specialist - SNS
- Senior Real Estate Specialist - SRES

University of YourState Your Major and Degree Here

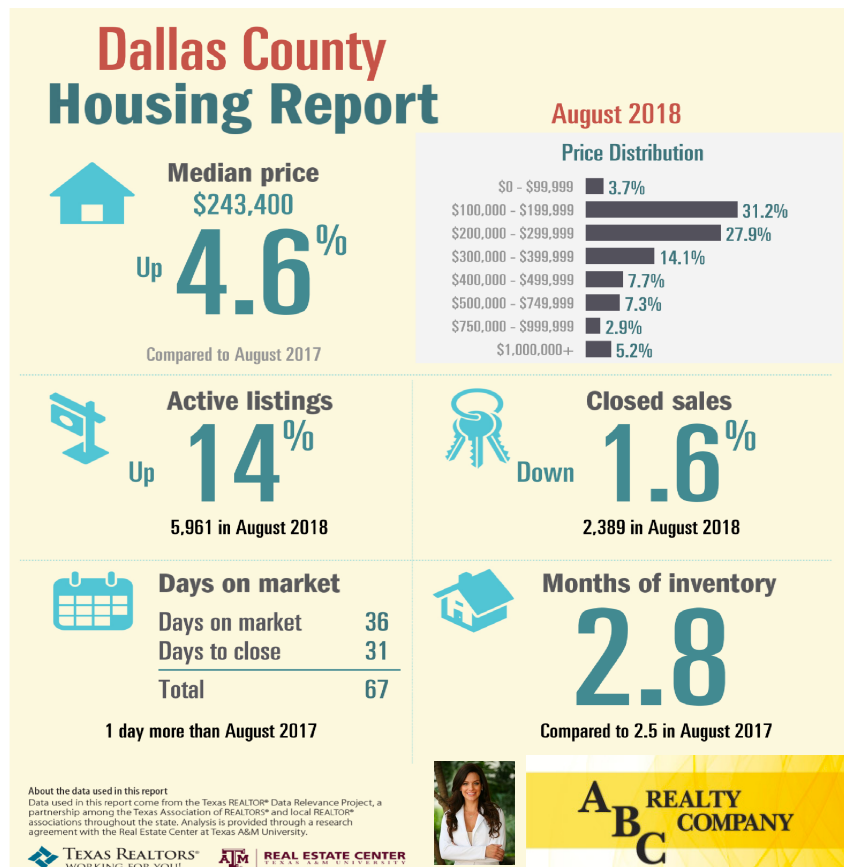
MY MISSION

My personal goal in life is to serve my community and ultimately my family and yours by guiding my clients to make smart real estate decisions. These decisions are based on local knowledge, current information and a deep understanding for the client's real estate goals.

Creative Canva Designs - Market Area Real Estate Statistics

Market Area Real Estate Statistics

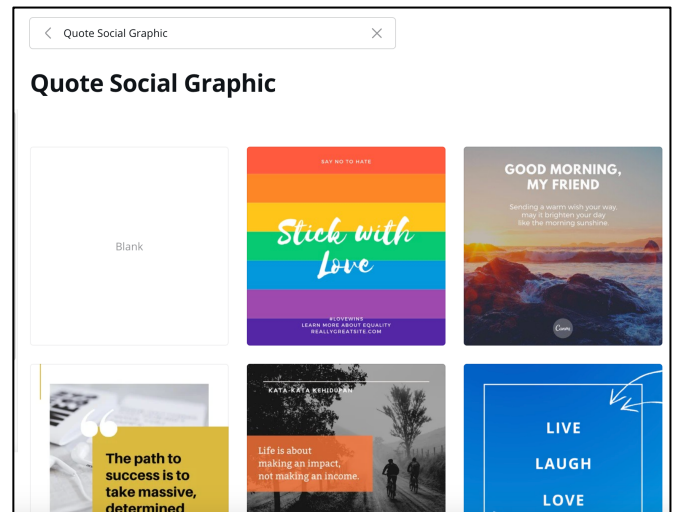
- Most MLS or REALTOR Associations publish monthly Market Update Reports to their members. This is great information for you to share with your clients and contacts via social media, emails, newsletters, etc.
- Often these reports are published as PDF documents which cannot be directly uploaded into Canva. If you have Adobe or another program that will convert the PDF to a JPG, use that. Otherwise, there is a free website that will safely convert the file for you at www.PDF2JPG.net
- Once you have the Market Report (or whatever it's called in your area) as a JPG. Simply upload that onto a Flyer Template within Canva to add your personal branding and contact information.



Creative Canva Designs - Motivational and/or Real Estate Quotes

- **Motivational and/or Real Estate Quotes**

- A staple of social media content is the inspirational quote. They're all over Facebook, Instagram and the Internet in general but don't be tempted to just share or copy. Use your Canva skills to make them stand out and set you apart.
- You can buy books of quotes or even just google them. To really highlight yourself as a REALTOR, using real estate specific quotes (at least occasionally) is a great idea.
- Canva has several templates for Quotes that make it easy to pop your favorite one in and add your personal branding.



Creative Canva Designs - Seller/Buyer Service Promise

- **Your Seller and/or Buyer Service Promise**
 - Many companies or franchises have a service guarantee or promise that you may be able to use as a starting point and then personalize with your branding. Check with your broker or company owner where appropriate.
 - Once created, these documents can be used in conjunction with your Personal Promoter, posted to your website, social media profiles, linked to from your email signature and shared with potential clients in any number of ways.
 - There is no specific template in Canva for this type of document so I recommend the Business Letterhead (or you might prefer the Personal Letterhead) templates.



Creative Canva Designs - Infographics

- **Infographics**

- There is so much information to share with people about real estate that infographics can be a great, impressive and eye-catching way to do it.
- Infographics are not not difficult to create in Canva but they will take most people the most time and research to create. The good news is that once created, they can be used repeatedly and add a great new type of content for your social media, newsletter, email marketing, etc.
- There is no real estate specific infographic template but there is an Infographic template.
- Infographics are designed to convey 5-7 pieces of information in an easy-to-read and visual format.
- **Real Estate Topics for Infographics:**
 - 5 Ways to De-Clutter
 - 6 Ways to Prepare Your Home for Sale
 - 7 Reasons to List Your Property with Me
 - 6 Tips for First Time Home Buyers
 - 5 Things to Know About Selling Your Home
 - 6 Great Devices to Make Your Home Smarter
 - What to Expect When You're Selling Your Home
 - Why You Need a Buyer's Agent
 - What are Closing Costs and Who Pays Them?
 - 5 Things NOT To Do When Buying (or Selling)

5 TOP WAYS TO DECLUTTER YOUR HOME

DARE TO BE SPARE
Ease congestion by sticking to the basics on furniture & arrange so there's a clear, unimpeded traffic flow.

CONTROL THE REMOTES
Group them together in a lidded box or a chic decorative bowl or basket.

PURGE THE PAPER
Adhere to the rule of the two "F's" with each new piece of paper that comes into the house. If you can't file it or frame it - trash it!

SET A TIMER
Each day, spend 30 minutes straightening up. Do it every day & your house will stay clutter-free.

CUT OUT THE CATALOGS
Visit catalogchoice.org to cancel what you don't want. Get the free Catalog Spree app for digital versions of those that you do.

VISIT YOUR HOME
It's easy to "forget" what your home looks like to a new visitor (or prospective buyer if you're thinking of selling). Enter your home as if you're visiting the home of a friend. Write down your first impressions on everything from how it looks, smells and feels. Change what you don't like once and for all.

HOPE YOU FIND THIS HELPFUL!
CONTACT ME WHEN I CAN HELP YOU
WITH ANYTHING AROUND YOUR
HOUSE OR FINDING A NEW ONE.

ANGELA AGENT WITH ABC REALTY
angela.agent@abcrealty.com
call or text me at 999.555.1212



This course and resource brought to you by The Strategic Agent and Strategic Agent U, providing business changing real estate education.

Looking for instruction on how to use Canva?
Check out our online course:
[Get Noticed & Win Business Using Canva](#) for just \$7!

Check out our full list of available courses in [Strategic Agent U](#) and learn how you can grow and improve your business with online courses.

HINT: It's kinda like Hulu for real estate education!

[Click here to check it out.](#)



Shanahan Ramos
Real Estate Marketing &
Communications Specialist



The Strategic Agent
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