



CUSTOM RATES

BRAND IDENTITY PACKAGE **\$1,600**

Let us get to know you, and together, we will create a brand you are proud of - one that represents your best qualities and that you can carry across all your marketing and communication materials. A strong brand will help homebuyers and sellers identify with you and will make a lasting impression!

Includes:

- New logo personalized for you
- New business card design and letterhead
- New tagline and look customized just for you

SOCIAL MEDIA CLASSES

There has never been a more important time to understand and utilize social media. Our Social Media classes can help you get started, or just get more familiar with your favourite sites. Topics for classes can be on anything from understanding the importance of social media in your business, to Twitter or Facebook 101 or anything in between.

\$75 per hour.

VIDEO

Video is becoming a necessary tool for Real Estate Professionals, homebuyers and sellers. To take you to the next level, Resource's video expert team members will work with you to create exciting and creative videos that complement your branding. The ideas are endless.

Price is based on individual needs.

Speak to a Resource team member!

DIGITAL E-NEWSLETTER

We will design an electronic newsletter for client retention and engagement. This includes local and industry content, a personal letter or listing from you, importing your email database and emailing it out for you.

\$240 design template charge, one-time fee.

\$90 thereafter per issue

COMPLETE CUSTOM PUBLICATION

Resource will help Real Estate Professionals bring their expertise to the forefront through a beautifully designed newsletter publication filled with compelling and interesting content and enhanced by custom articles, local information and listings. This publication will set you apart from the competition and will become a keepsake for your clients. Publish it monthly, or quarterly! Price includes 3 revisions and a PDF format emailed to you. Price does not include printing.

Four-page custom publication:

- A personally designed 4-page custom publication just for you, inline with your brand
- Personal letter from you
- 4 home listings of your choice
- A choice from Resource's library of royalty-free articles
- local event listing and local article from Resource's library
- Your headshot and contact details
- Professional proofreading and editing

\$360 design template charge, one-time fee.

\$180 thereafter per issue

Double-sided custom publication:

- A personally designed double-sided custom publication just for you
- Personal letter from you
- 2 home listings of your choice
- A choice from Resource's library of royalty-free articles
- local event listing and/or local article from Resource's library
- Your headshot and contact details
- Professional proofreading and editing

\$240 design template charge, one-time fee.

\$90 thereafter per issue

CUSTOM ARTICLE WRITING

Custom articles written just for you on any topic your request for your websites, newsletters, etc.

.50 cents a word.



SOCIAL MEDIA MANAGEMENT FOR REAL ESTATE PROFESSIONALS

Let us take care of your entire social media campaign while you sit back and enjoy the results!

With social media fast becoming the best communication vehicle to engage potential homebuyers and sellers, every agent should implement a social media plan into their marketing efforts. Executing a successful social media presence requires planning, organization, an understanding of marketing, technology and the real estate industry, and most importantly, requires time.

There is an alternative to hiring an expensive assistant. Resource Multimedia will actively manage your social media accounts for a fraction of the cost and create an engaging online presence while you sit back and enjoy the results!

STARTER PACKAGE INCLUDES:

- Resource team member to liase with you to determine your month's activity & choose what to promote & highlight – events, workshops, home listings, community involvement, certifications & awards, etc.
- Set up of Facebook, Twitter, LinkedIN and blog
- Tweets twice a day - seven days a week
- Facebook uploads three times a week
- Monitoring of re-tweets, replies, followers, etc...
- Blog set-up and two posts per month
- LinkedIn posts once a week
- Print-ready newsletter with your logo sent to you as a high res pdf

\$299/mth or \$3,588/year*

***You'll be more competitive than ever,
creating more awareness and ultimately,
generating leads and sales!***

ADVANCED PACKAGE INCLUDES:

- Resource team member to liase with you on a weekly basis, to determine what to promote & highlight – events, workshops, home listings, community involvement, certifications & awards, etc.
- Electronic newsletter: designed with your branding & we import your email database & email it for you!
- Print-ready newsletter with your logo and branding, sent to you as a high res pdf
- Set up of Facebook, Twitter, LinkedIN and blog
- Tweets and retweets twice a day - seven days a week
- Facebook uploads three times a week
- Monitoring of newsfeed, replies, followers, etc...
- Blog set-up and four blog posts per month
- LinkedIn posts once a week
- Three custom articles per year, written by our professional writers on topic of your choice

\$595/ mth or \$7,140 / year*

*prices based on one year commitment