

Hi CBD Brokers,

Below is part 3 of our 5 part series revisiting our last marketing class. The information below covers a wide range of topics and vendors. Some of these are topics new, some are old, but we feel they are some of the best ideas for you to use inside your business.

Part 3: CB Danforth Marketing Update

CBD Quarterly Client Newsletter: This is a reminder that we rolled out our quarterly newsletter a few months back. What a great way for you to keep in contact with your clients and prospects with useful information. If you did not send it out last quarter, the next quarter's newsletter will be ready for mailing July 10th. Here is a pdf draft of our next newsletter for you to view. (When it is sent out from Lone Wolf, it will be in an embedded email format): [Example of CBD's 3rd Quarter Newsletter](#)

Here is a cheat sheet for how to send out the newsletter: http://www.cbdanforth.com/docs/CBD_Quarterly_Newsletter_Tutorial.pdf

One of the most important keys to sending the newsletter out is importing your contacts into Lone Wolf. Click here for directions on how to import contacts: [Importing Contacts in LW](#) and then email spreadsheet to Agents@lwolf.com to have them review and upload for you. Or you can use our new TLC service and have our IT specialist Tom Rolph do this service for you: tomrolph@cbdanforth.com

CBD Neighborhood videos: More and more CBD Brokers are using our neighborhood/city videos in their marketing and to send to clients looking within one of the areas. CB Danforth has produced two more city/neighborhood videos already this year, West Seattle and Ballard. Here are the links:

Ballard: <https://www.youtube.com/watch?v=-jvPKmmCZyk>

West Seattle: <https://www.youtube.com/watch?v=Q7bHSX6gEZY>

Complete playlist: https://www.youtube.com/playlist?list=PLs4ldoq54O9coefliO_S0ikZ2HFLk0RQt

Remember, if you want to personally brand any or all of these videos to use in your personal marketing, you can! The cost is \$300 for the first and then the cost goes down from there depending on how many you want to produce.

Here is an example of what a personally branded video looks like: <https://www.youtube.com/watch?v=-sEG2NZGYxY> . Email Dave Danforth with any inquiries about personally branded videos.

Trendgraphix: Trendgraphix has an automated email service that is totally customizable and you can send all types of reports to your clients and prospects. This platform can really help you stand out in the crowded field of real estate brokers with relevant, current stats and graphs. You can also use it to supplement your presentations or prepare for negotiations using NWMLS search fields. Its only \$10/month and we truly believe this is one of the best values on the market. Click here to learn more: <http://www.trendgraphix.com/> We believe in it so much, if you want to try it out, CBD will pay for ½ of your first 6 months. So you can try it out for 6 months for only \$30. If you want to do this send email to DaveDanforth@CBDanforth.com .

ExpressCopy: Express Copy was brought to our attention by our commercial department who uses it for their postcards that they send out. They love the service...so we went to Express Copy and had them set up a CB Danforth residential branded site. They do all sorts of marketing materials including postcards and they also have our business cards all set up. Click on this link to go to our portal: <https://www.expresscopy.com/portal/danforthcb>

Here is a link to their flyer and 50% off coupon for first postcard mailing: <http://cbdanforth.com/docs/ExpressCopyInfo.pdf> .

LandsEnd: This is probably one of the most underutilized marketing tools you have available. Carrie Pierce told us that she wears her logo'd gear when she first meets her clients...a great lesson learned from the #1 Coldwell Banker Broker in the State of Washington. This is a great conversation starter...plus you get to write off your clothes as a marketing expense. Here is a link to the CBD LandsEnd portal: <http://business.landsend.com/store/cbd/> .

CMA Marketing Material in Word, PowerPoint and PDF: We have created high quality CMA marketing materials for you to use in your CMA's if you choose not to use CloudCMA.

Here is a link to the different versions we have created:

PDF: <https://cbdai0-connect.globalwulfweb.com/GetFile.aspx?ID=58011>

Word: <https://cbdai0-connect.globalwulfweb.com/GetFile.aspx?ID=61716>

If you would like this in PowerPoint, email Support@CBDanforth.com and we will email it over to you.

Absolute Mortgage's Home Buyer Guide: Co-branded with CBD Broker. Absolute is excited to announce that they will be launching a co-branded homebuyers magazine to our CB Danforth agents. The *Northwest Home-Guide* is a magazine introducing first time home buyers and move up buyers to the purchasing process. Through the 4 part series the magazine guides buyers on steps such as how to find the right team, applying for a home loan, property searches to the final stages of negotiating with sellers and understanding a home inspection.

To preview *Northwest Home-Guide* please click on the links below:

[NW-Home Guide, Issue 1](#)

[NW-Home Guide, Issue 2](#)

[NW-Home Guide, Issue 3](#)

[NW-Home Guide, Issue 4](#)

If you would like to cobrand the magazine with your Absolute Mortgage partner please send an email to:

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If you missed Part 1 or 2 recaps...here they are:

[Part 1 Marketing Recap](#) (CloudCMA)

[Part 2 Marketing Recap](#) (CB National)

Thanks and have a great day,

Dave Danforth

Broker/Owner

Coldwell Banker Danforth

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