

READY-SET-GO-DESIGNS  
 TEMPLATED DESIGN OFFERINGS  
 ON-BRAND CUSTOM  
 CO-BRAND CUSTOM

# MARKETING SERVICES

The Coldwell Banker Tomlinson marketing team has a variety of projects and pieces to help support and grow your real estate business. We have **four tiers of marketing services** that include a wide range of items from templated pieces your ASE can assist with to customized materials created just for you by one of our design specialists.

## TIER 1 INCLUDED SERVICES

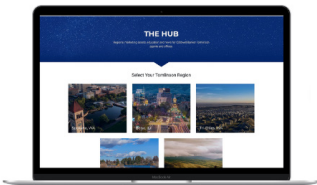
### READY-SET-GO DESIGNS

Hit the ground running with our Listing and Agent Concierge services, executed through your ASE utilizing our brand identity standards (colors, fonts, styles, etc.)

 24-HOUR order time

## PROJECTS

- ★ Property Flyers
- ★ Property Booklets
- ★ Property Brochures
- ★ Just Listed Eblasts
- ★ Just Listed Postcards
- ★ Just Listed Social Posts
- ★ Business Cards
- ★ Name Badges
- ★ Yard Signs
- ★ Quarterly Postcard
- ★ Monthly Market Report (eblasts)



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 Our intranet marketing asset website that showcases your company marketing materials, quick-links to your most visited platforms, and a current calendar with links to all your available trainings.

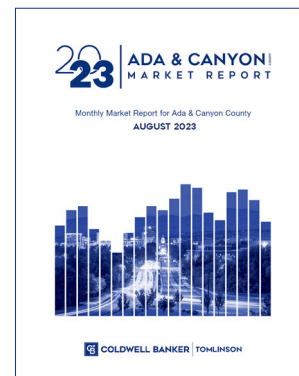


Business Cards

Name tags



Property Flyers



Market Report


# MARKETING SERVICES



## TIER 2 INCLUDED SERVICES

# TEMPLATED DESIGN OFFERINGS

Your CBT marketing team has created templated pieces to help you stay top-of-mind. Your ASE will customize elements within the fixed design utilizing our brand standards (colors, font, styles, etc.). These templates are made available to all CBT agents.

 2 day turnaround

## PROJECTS

- ★ 8 in 8 Company Postcards
- ★ GL Bio Brochures
- ★ CBC Flyers
- ★ Wine Labels
- ★ Temporary Business Cards
- ★ Personalized CMA Covers
- ★ Bio & Testimonial Page
- ★ Moxi Bio Pages

**START HERE**

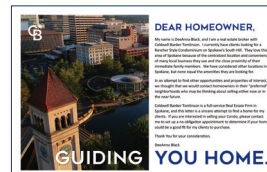
**FIRST STEP**  
**Contact your ASE!**  
 They are the first step to creating any of your marketing materials and are such a helpful resource!



Wine Labels



Agent Bio



Postcards



GL Brochure



CMA Cover

# MARKETING SERVICES



## TIER 3

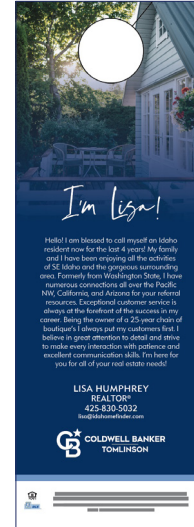
# ON-BRAND CUSTOM

Need a CBT-branded, custom design? We can do that! Your personal branding project will be assigned to a member of the marketing team and will keep your design on-brand with the use of CBT colors, fonts, and styles. Talk with your ASE about making an appointment with our design team.

 Up to 2 week turn around time

## PROJECTS

- ★ Custom Postcards
- ★ Custom Flyers
- ★ Custom Door Hangers
- ★ Custom Advertising
- ★ Billboards/Signage/Banners
- ★ Builder/New Construction Collateral
- ★ Custom Social Media Graphics
- ★ CBC Collateral



Doorhanger



Postcards



Billboard

## DESIGN COSTS (PRINTING IS AN ADDITIONAL CHARGE)

Business Card .....	\$120.00
Postcard (Personal Branding).....	\$160.00
Brochure (Tri-Fold Type 1 Page) .....	\$200.00
Door Hanger .....	\$120.00
Signage .....	\$120.00

Advertisements (Single Page) .....	\$200.00
Note/Greeting Cards .....	\$160.00

Edits / Changes to Existing Art..... \$20-\$80+  
 \*Prices depend on complexity of request

Limit 2 rounds of changes with each design piece.

# TIER 4

## CO-BRAND CUSTOM

Your completely custom project will be assigned to a CBT designer to produce something that matches your specific business needs! Talk with your ASE about making an appointment with our design team.

 Up to 2 week turn around time

PROJECTS

- ★ Custom Flyers/Brochures/Booklets
- ★ Custom Signage/Banners
- ★ Builder/New Construction Marketing
- ★ Seasonal Personal Marketing
- ★ Personalized Agent/Builder Logos

### DESIGN COSTS (PRINTING IS AN ADDITIONAL CHARGE)

Brand Identity .....	\$160.00
<i>To establish look colors, stock and etc. in addition to the first project design</i>	
Business Card .....	\$160.00
Postcard (Personal Branding).....	\$200.00
Brochure (Tri-Fold Type 1 Page) .....	\$240.00
Door Hanger .....	\$160.00
Signage .....	\$160.00
Personal Agent Logo .....	\$380.00*
Advertisements (Single Page) .....	\$240.00
Note/Greeting Cards .....	\$200.00

#### Property Designs

Flyer Templates (Powerpoint) .....	\$250.00
Postcards .....	\$175.00

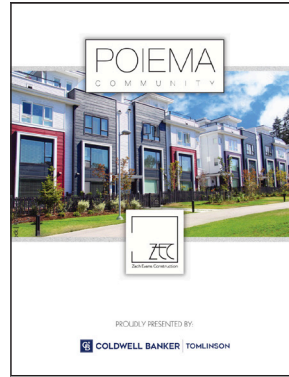
#### For builders/developments

Platmap redrawings .....	\$160-240
Signage .....	\$160.00
Builder Option Packets .....	\$360.00
<i>Custom quotes can be provided</i>	
Logos.....	\$380.00*

Edits / Changes to Existing Art..... \$20-\$80+  
*Prices depend on complexity of request*

\*Three options are given with logo design

Limit 2 rounds of changes with each design piece.



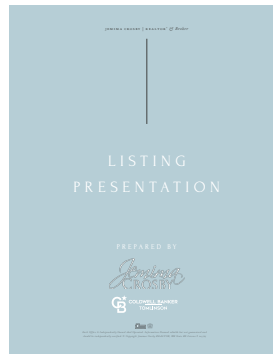
Builder Packet



Publication Advertisement



Sign



Presentation



Sign



Holiday Card



Custom Logos

# CO-BRAND CUSTOM | SAMPLES



*Kristine Connolly*  
REALTOR® / BROKER

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A home is one of the biggest purchases you make, and we want to help. At Stellar Homes, it takes attention to detail and collaboration, which is why we are passionately committed to providing an exceptional customer experience. We are proud to join the Coldwell Banker community and make you the center focus of our business today. We'd love to hear from you. Call today.

**CHRISTINA BARBERA**  
REALTOR®/BROKER  
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PH: 509.430.1111  
CB COLDWELL BANKER TOMLINSON

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