

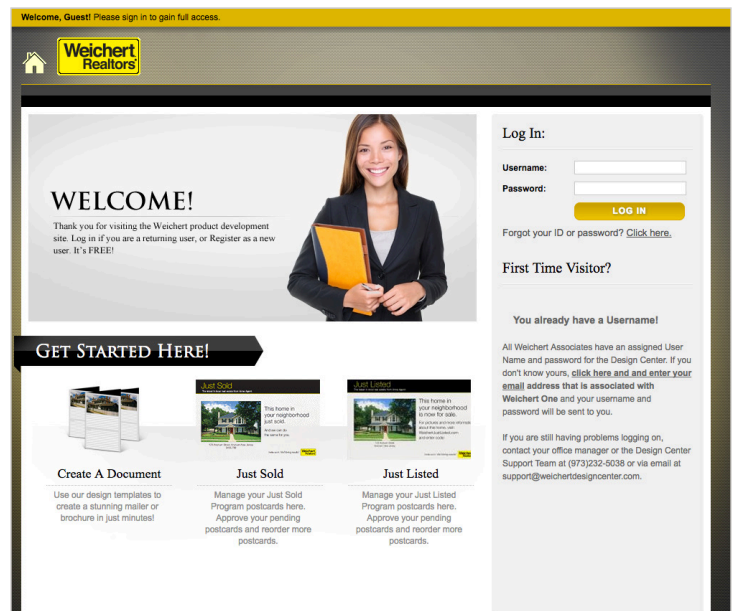
Developing your new personal marketing materials.



Let's assume that you have your new photography and your new bio and you've decided which design collection to choose.

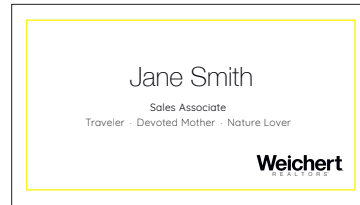
Now you're ready to create new materials for yourself on the Weichert Design Center. Just log onto weichertdesigncenter.com and click on the large Jump Start callout. That will bring you to a new landing page specific to jump starting your personal brand. Each of the items you'll find there is focused on promoting you and your personal brand.

This is where you'll be able to upload your photos, input the answers to your bio worksheet questions and select a copywriter if you want one to create your personal bio. You'll also be able to input your three personality traits for the personality bar for use on your business cards and your Sales Associate "personal" brochure. If you need some suggestions, we've created a library of personality traits from which to consider the ones that fit you best.



For some of the marketing materials, you'll also have other options to consider, as you create your preferred look.

You can then add the three personality traits for your personality bar. You can also add in real estate awards. (We suggest a maximum of three.) The business cards are printed on both sides.



No Photo



Headshot Photo



¾ photo used over a white or colored background



¾ lifestyle photo utilizing the background in the original photo

Looking at the Sales Associate “personal” brochure, your format depends on whether you choose the Band collection or the Frame collection. Both of them utilize the new personal bio and have the Work, Live, Play and Help content blocks.

Band collection

PLAY
Who I am personally

LIVE
How I understand the local market.

HELP
What I've done for others.

PERSONAL BIO: FRIENDLY – As an experienced Weichert Sales Associate, I love finding the right home for my buyer and the right buyer for my listing. In fact, as a former actor, working collaboratively with people comes naturally to me. Through this personal collaboration, my clients – who are often making one of life's biggest decisions – come to appreciate my commitment, attention to detail and occasional humor that make their personalized journey easy, stress-free and hopefully even a little fun.

PERSONAL BIO: PASSIONATE – After traveling extensively throughout Paris in search of fun, great food and a relaxing beach, I now have a 2-year old daughter who pretty much rules the roost. Even if life is a little less adventurous, I still love laughing, exploring (even just my own neighborhood) and eating (mostly) cake. When not showing properties, you can often find me at home baking pies or raising funds for the local charities.

PERSONAL BIO: TRUSTWORTHY – I pride myself on knowing the market conditions and being honest about its realities with my clients. I do exactly what I say I am going to do, setting expectations and living up to them. My clients know I care about them on a personal level, so they trust me to look out for their best interests. If a customer's perfect home is not on the market, I'll actually knock on doors to find it. Buyers find that commitment surprising; to me it's just part of my job.

Contact me about buying or selling anywhere in the area. [Let's connect at facebook.com/janesmith](https://www.facebook.com/janesmith) [Let's connect at facebook.com/janesmith](https://www.facebook.com/janesmith)

Frame collection

PLAY
Who I am personally

LIVE
How I understand the local market.

HELP
What I've done for others.

PERSONAL BIO: INVESTED – I'm a people person. I've loved getting to know everyone I've work with as a full-time realtor for the past 15 years. I guess I've been fascinated by people's stories ever since my five years working as a bartender. It also helps that I've always really enjoyed looking at houses. I worked on the mortgage side first, so I know I can help people all the way through the process.

PERSONAL BIO: KNOWLEDGEABLE – It starts with Pequanook. Our very special town is consistently ranked highly among New Jersey "Best Places to Live in NJ." Like much of Morris County, it's served by major highways and transportation. As a long-time resident and a professional in Pompton Plains, I'll put my knowledge of the homes being listed and sold both there and in the surrounding towns up against anyone. I also have a very broad knowledge of towns throughout Passaic and Bergen counties.

PERSONAL BIO: INVALUABLE – Talk to anyone who's worked with me. They'll tell you that I'm second to none when it comes to the energy I put into their home and/or helping them find the home they were looking for. I'll go the extra mile for you, for instance by posting anything I think will help you on my Facebook page, especially decorating tips. I have many contacts, including decorators/stagers, painters, plumbers and more, to help you get top dollar without stress. I'm also a whiz at looking at a home and helping my customers see its potential.

Contact me to learn about all areas I know. [Let's connect at facebook.com/janesmith](https://www.facebook.com/janesmith)



In the Weichert Design Center, you'll also be able to create another item that showcases you - your "new-to-the-industry," retractable Welcome sign. This is a personal billboard and is perfect to display inside or outside your Open Houses. The Welcome sign comes is designed to be used regardless of which design theme you choose for your other printed marketing materials.

Whenever you have listings or Just Sold properties, you can create new materials in the Weichert Design Center for them, too. They'll proudly display the design theme you've chosen to further your business activity by leveraging your personal brand.

You are now ready to go to the Weichert Design Center at weichertdesigncenter.com to start creating your new marketing materials.

Because our distinctive yellow For Sale signs have always been a key element of our commitment to helping your listings stand out from the crowd, we've even designed a new For Sale sign to give you the best personal billboard in your neighborhood. This sign is available from our preferred sign vendor.

