

REISS REAL ESTATE

OPEN PLACES OPEN SPACES

Alan Reiss, Owner

OPEN PLACES - OPEN SPACES

MARKETING PLAN
REISS REAL ESTATE

2020

The global pandemic has prompted millions of people to reimagine what "home" looks like.



40% of adults in the U.S. are considering a move to rural America.

Harris Poll, May 2020

OPEN PLACES - OPEN SPACES

FARWELL, MICHIGAN



LAND



LAKES



HOMES



KEY MESSAGES

Space is more than square footage.

Life in rural America is an opportunity to belong to a community of people who take care of each other and the most vulnerable among them.

Reverse urbanization holds the potential for immense growth and change in the way we live, work and play with greater inter-dependence.

FOCUS AREAS

WEBSITE

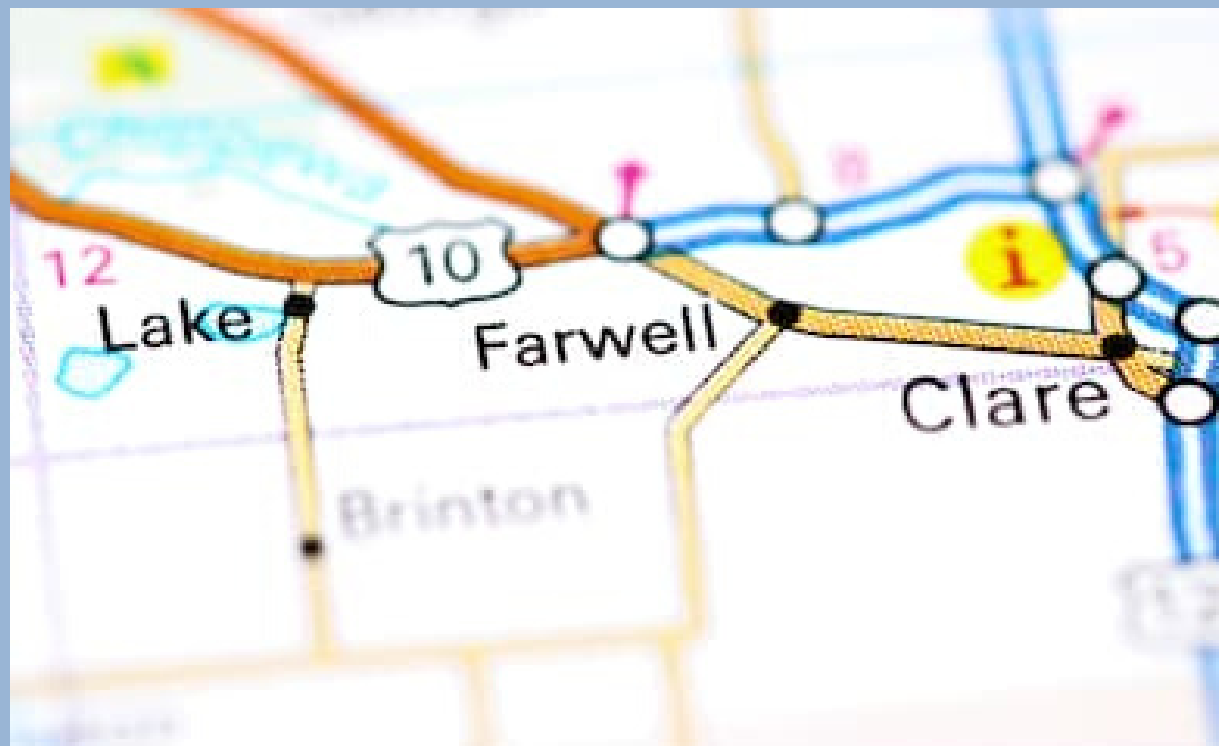
- Information about the communities - local flavor
- Stories about people who have recently moved to Farwell
- Community calendar
- Welcome videos from locals
- Staff bios
- History of Reiss Real Estate

SOCIAL MEDIA

- Facebook
- Twitter
- LinkedIn
- Instagram

EMAIL

- Newsletter
- Special offers



SOCIAL MEDIA CHANNELS

FACEBOOK

Daily posts
Casual tone
New listings
Happy customers
Local events

TWITTER

Daily posts
New listings
Sales
Local events

INSTAGRAM

Daily posts
Images
New listings
Events
Company updates

LINKEDIN

Weekly posts
Business-focused
Financial successes



FACEBOOK ADS



FACEBOOK POSTS





VIDEO TESTIMONIALS

FLYERS

SPACE
IS
MORE THAN
SQUARE
FOOTAGE

REISS
REAL
ESTATE

FOR
SALE

3107 BRIER LANE
Farwell, MI
48622

Country Living

Spectacular lakefront home on all-sports Surrey Lake. Custom built and offering 130' frontage on the lake with seawall, this brick home offers a large great room with open living and dining.

Large windows in the kitchen provide spectacular views of the water. Enjoy the large deck for outdoor entertaining and the wood-burning fireplace on cold nights!

2 bedrooms/loft and shower bath on upper level, L-shape family room in lower level with walkout towards lakeside is ideal for large gatherings, storage room with washer/dryer, furnace, hot water heater.

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FOR SALE

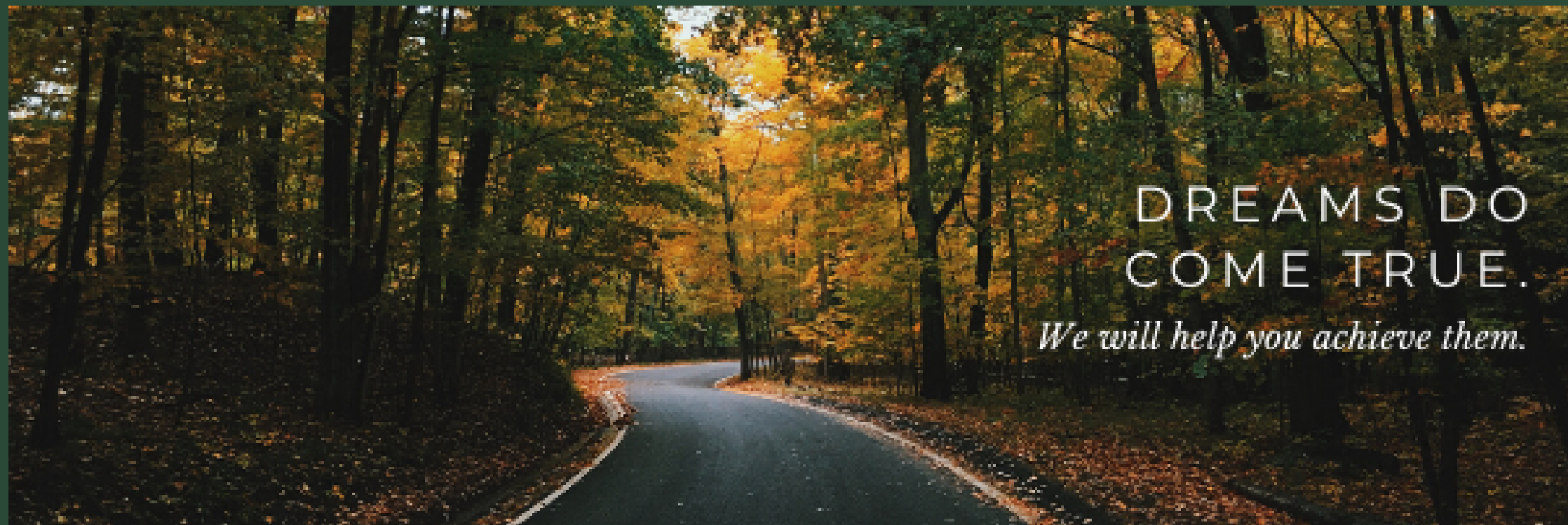
IN THE WOODS



Well wooded lot in White Birch Lakes of Clare, gated community, driveway in on lot, homes on adjoining properties, amenities to clubhouse, pool, campground in this recreational area,

REISS REAL ESTATE
989-588-9621

EMAIL HEADERS



MEASURING SUCCESS

SOCIAL MEDIA ENGAGEMENT


Likes
Comments
Shares
Clicks

WEBSITE

Visits
Leads - email capture
Appointments
Showings
Sales

EMAIL MARKETING

Open rates
Click-through rates



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