



BRANDING PLAYBOOK EXPECTATIONS & EXAMPLE

YOUR BRAND IS



YOUR VOICE

IS YOUR PERSPECTIVE



YOUR HEART

IS YOUR PASSION



YOUR BRAIN

IS YOUR EXPERTISE



YOUR FACE

IS YOUR IMAGE





HOW DOES IT WORK?

THIS PROGRAM WILL BE A COLLABORATIVE EFFORT BETWEEN THE BRANDING DEPARTMENT AND REAL ESTATE AGENT TO HELP YOU STAND OUT FROM YOUR COMPETITION.

WE WILL FOCUS ON WHAT MAKES YOU UNIQUE AS AN INDIVIDUAL AND TAKE THIS INFORMATION TO FORM YOUR BRAND ONLINE THROUGH CONTENT CREATION AND GRAPHICS. ESSENTIALLY, WE WILL HELP YOU LAUNCH YOUR ONLINE PRESENCE.

WHAT CAN I EXPECT TO RECEIVE?

AS AN AGENT, YOU WILL WORK CLOSELY WITH OUR IN-HOUSE BRANDING MANAGER TO DEVELOP CUSTOMIZED CONTENT CREATION FOR YOUR SOCIAL MEDIA PLATFORMS. YOUR DELIVERABLE WILL INCLUDE:

BRAND OVERVIEW, PRODUCTION AND CONTENT CREATION CONCEPTS, VIDEO SCRIPTS, ENDLESS RESOURCE FOR SELF-FILMED CONTENT IDEAS BRANDED BY YOU, GRAPHICS, SOCIAL MEDIA CONTEST IDEAS TO KEEP YOUR DATABASE ENGAGED, PRIVATE FACEBOOK GROUP INSPIRATION, SOCIAL MEDIA PLATFORMS STARTUP GUIDES, NEWSLETTER OUTLINE, CLIENT APPRECIATION AND EVENT IDEAS, MONTHLY MASTERMIND INSPIRATION, AND A GIFT GUIDE.

DEPENDING ON THE DESIGNS OR VIDEO PRODUCTION, LENGTH AND ASSETS NEEDED, AGENTS SHOULD ANTICIPATE A MINIMUM OF TWO WEEKS TURNAROUND TIME.



PROGRAM BENEFITS

BUILDING A RECOGNIZED BRAND HELPS YOU TO AUTHENTICALLY STAY FRONT AND CENTER TO YOUR SPHERE, LEADS AND PAST CLIENTS WHICH IS NECESSARY TO KEEP YOUR PIPELINE FULL. STAYING TOP OF MIND THROUGH A UNIQUE AND CREATIVE APPROACH WILL MAKE YOU THE AGENT OF CHOICE IN YOUR COMMUNITY.

MOST IMPORTANTLY, YOU WILL MORE EASILY ATTRACT THE CLIENTS YOU ENJOY WORKING WITH. AND THEN THEY WILL REFER YOU MORE CLIENTS YOU ENJOY WORKING WITH. YOUR VIBE ATTRACTS YOUR TRIBE! WHAT YOU FOCUS ON EXPANDS, SO FOCUS ON WHAT YOU ACTUALLY LIKE AND BUILD A BUSINESS AROUND THE LIFE YOU WANT.

LEAN IN, OVER COMMUNICATE IN YOUR GENUINE STYLE AND LOVE ON YOUR DATABASE! THEY NEED AND APPRECIATE YOUR EXPERTISE. EXPERTISE IS WHY PEOPLE HIRE YOU BUT ONLY YOU CAN SHOW THEM THIS THROUGH YOUR PERSONAL BRAND IN A MEMORABLE WAY.

CREATING MORE CONTENT CREATES MORE TRUST! BRAND YOUR GROUND AND DON'T BACK DOWN!

PROGRAM BENEFITS

THE BRAND MANAGER PROGRAM IS INCLUDED WITH YOUR SPLIT. THERE IS NO ADDITIONAL COST TO YOU. E3 WANTS YOU TO SUCCEED AND THEY KNOW THIS IS ONE OF THE MOST IMPORTANT THINGS FOR THAT TO HAPPEN.

KEY POINT INDICATORS

WEEKLY REQUIREMENTS

AT LEAST 3 (MEANINGFUL) PAGE POSTS A WEEK AND MINIMUM OF ONE STORY POST EVERY OTHER DAY TO KEEP YOUR FOLLOWERS ENGAGED.

AT LEAST ONE POST SHOULD BE DEDICATED TO:

- PAGE POSTS
- EDUCATION - KNOWLEDGE AGENT
- SOCIAL PROOF - LISTINGS, CLIENTS, TESTIMONIALS
- BRAND RELATED POST
- STORY: EVERY DAY

MAKE SURE TO INCLUDE STORY HACKS, POLLS, QUESTIONS

MONTHLY REQUIREMENTS

- MARKET UPDATE VIDEO
- LISTING VIDEOS WHEN APPLICABLE, SHOW YOURSELF IN THEM INTRODUCING THE HOME
- FEATURE ANY COMPANY OR REAL ESTATE EVENTS YOU ATTEND VIA VIDEO AND PHOTOS
- NEWSLETTER

ENGAGEMENT REQUIREMENTS

- LIKE AND RESPOND TO EVERY COMMENT
- RESPOND TO EVERY DM
- BEFORE AND AFTER EACH POST, SPEND 20 MINUTES ENGAGING WITH YOUR AUDIENCE
- TIP: RESPONDING TO STORIES VIA DM RESULTS IN THE FASTEST BUSINESS!

COMPLIANCE REQUIREMENTS

INCLUDE YOUR LICENSE AND/OR NMLS NUMBER IN THE CAPTIONS FOR EVERY POST.

ADVICE: BUILD A MONTHLY CALENDAR THAT WORKS FOR YOU, YOUR LIFE AND YOUR BRAND TO HOLD YOURSELF ACCOUNTABLE TO KEEP PUTTING OUT CONTENT THAT MAKES PEOPLE WANT TO WORK WITH YOU. IF YOU NEED HELP, ASK YOUR BUSINESS COACH OR WE CAN WORK TOGETHER AT OUR NEXT MEETING.

REELS: IF ANY OR ALL OF THE ABOVE POSTS CAN BE REELS, MAKE THEM REELS! THESE ARE GETTING THE MOST EXPOSURE RIGHT NOW. AT LEAST ONE REEL PER WEEK.

TESTIMONIALS



"I DIDN'T KNOW WHAT TO EXPECT, WHEN HAVING THE 1ST APPT WITH THE BRAND MANAGER, BUT I DON'T EVEN THINK WE WERE 5 MINUTES INTO THE CONVERSATION AND A-LEX WITH THE FLEX WAS BORN AND HAS BEEN A HIT! PEOPLE ARE CALLING ME A-LEX WHERE I GO, INCLUDING THE PRESIDENT AT MY ASSOCIATION. IT'S ONLY BEEN ABOUT 6 MONTHS OR SO AND MY BRAND HAS TAKEN OFF AND I COULDN'T BE MORE EXCITED. WE COLLABORATE ON IDEAS, BUT THE BRAND MANAGER IS MORE THE IDEA MAKER AND I DO THE FILMING, THANKS FOR EVERYTHING!!!"

- ALEX HUEZO

"THE BRAND MANAGER HAS BEEN A HUGE HELP IN MY BUSINESS. I HAVE NEVER HAD A BRAND BEFORE OR SPECIFIC IDEA TO PLAY OFF OF.

THE BRANDING TEAM CAME UP WITH THE COACH NICK IDEA AND HAS BEEN TREMENDOUS TO MY BUSINESS. THEY HAVE GREAT IDEAS AND IS GOOD WITH COLLABORATING. THEY HAVE HELPED ME GET OUT OF MY COMFORT ZONE AND HELPED WITH CONSULTANCY IN VIDEO"

- NICK SMITH

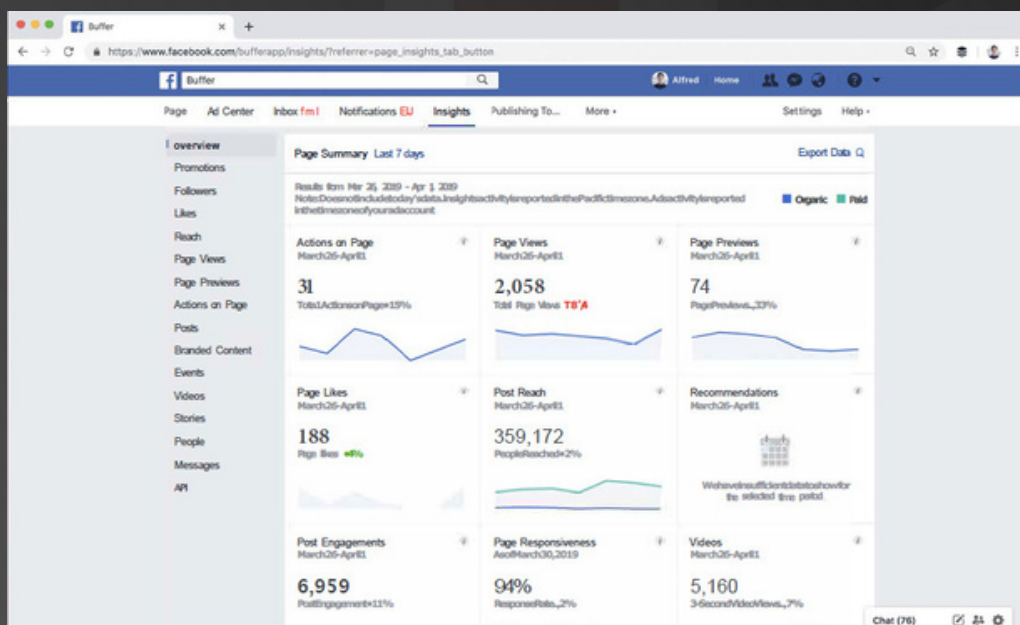


QUARTERLY CHECK-INS

EVERY QUARTER WE WILL SIT DOWN AND TAKE A DEEP DIVE INTO THE BACKEND OF YOUR DIGITAL MARKETING ACCOUNTS TO LEARN WHAT IS WORKING BEST ON YOUR PAGE.

DURING THIS MEETING, WE WILL GO FAR BEYOND THE NUMBER OF LIKES YOU RECEIVED ON YOUR BEST POST AND ANALYZE METRICS SUCH AS YOUR IMPRESSIONS, REACH, ENGAGEMENT, CLICK THROUGH RATES, AND MORE. BY ANALYZING THIS DATA, WE WILL BE ABLE TO ASSESS YOUR MARKETING PERFORMANCE AND DEVELOP A STRATEGY AND KEEP YOU IN FRONT OF YOUR FOLLOWERS AT ALL TIMES. FOR MORE INFORMATION, BELOW ARE A FEW THINGS WE WILL BE COVERING DURING OUR QUARTERLY CHECK-IN:

- WHAT IS OR ISN'T WORKING FOR YOU?
- WHAT TYPE OF CONTENT IS YOUR AUDIENCE RESPONDING THE BEST TO?
- ARE YOUR ADS PERFORMING WELL?
- WHAT IS CAUSING YOUR AUDIENCE TO GROW OR LOSE INTEREST?
- WHAT IS THE BEST TIME OF DAY TO POST?
- ANALYTICS TO TRACK: CLICK THROUGH RATES, COST PER CLICKS, IMPRESSIONS, ENGAGEMENT
- DISCUSS WHAT YOU WOULD LIKE TO CHANGE.





A.LEX WITH THE FLEX AUDIENCE

THROUGH CONTENT CREATION ON SOCIAL MEDIA PLATFORMS, ALEX WILL USE VIDEOS TO EDUCATE BOTH FIRST-TIME HOMEBUYERS AND EXISTING HOMEOWNERS THAT ARE READY TO MOVE UP INTO THEIR DREAM HOME.

A.LEX WITH THE FLEX'S CONTENT WILL BE TARGETED TOWARD NEW AND GROWING FAMILIES WITH CHILDREN AND AN INCOME SALARY OF ROUGHLY \$100,000 TO \$200,00 PER HOUSEHOLD.

A.LEX WITH THE FLEX'S DEMOGRAPHIC AGE GROUP

25 YRS - 45 YRS

ONLINE VOICE AND TONE

VOICE: USES PASSION AND ENERGY TO EXPLAIN REAL ESTATE TERMINOLOGY IN THE STYLE OF A SPORTS REPORTER.

TONE: ENERGETIC, ENTHUSIASTIC, INFORMATIVE

SELF-FILMED ETIQUETTE

DON'T STOP! MORE CONTENT, MORE TRUST, MORE BUSINESS. PART OF YOUR PROSPECTING TIME BLOCK SHOULD INCLUDE CREATING CONTENT ON YOUR OWN.

OUR GOAL IS TO MAKE THIS AS EASY AS POSSIBLE FOR YOU. HERE ARE SOME IDEAS AND ONGOING RESOURCES TO GET CURRENT CONTENT FOR YOU TO R&B WHILE PUTTING YOUR PERSONAL TOUCH ON IT.

BRAND RELATED SETTINGS

IF YOU'RE ABLE TO FILM ANY OF THESE IN A SETTING RELATED TO YOUR BRAND, DO THAT!

- SPORTS ARENA OR SPORTS BAR
- AT HOME IN FRONT OF THE BIG SCREEN WITH A GAME ON
- AT A PARTY WITH FRIENDS AND FAMILY WATCHING A GAME OR A DRAFT OR ANYTHING
- UTILIZE INSTAGRAM'S GREEN SCREEN FEATURE WITH A SPORTS STUDIO BACKGROUND

BRAND RELATED SETTINGS

USE PROPS RELATED TO YOUR BRAND IN VIDEOS

- JERSEY, SOFTBALL UNIFORM, HAT, ANY CHATSKY'S FROM SPORTS TEAMS
- FOOTBALL, BASKETBALL, BASEBALL, MICROPHONE LIKE A SPORTS CASTER, PODIUM

BRAND RELATED SETTINGS

USE PHRASES AND TERMINOLOGY RELATED TO YOUR BRAND

- ANY SPORTS LINGO RELATED TO WHAT IS CURRENT IN SPORTS (IE: DRAFT, FINALS, World Series, SPRING TRAINING, SUPERBOWL, PLAYOFFS, TOP 3 PLAYS, ETC.)
- PEEEEEEEEEEEEAAAAACE
- IT'S YOUR BOY ALEX W THE FLEX

**CLICK
HERE**

FOR TIPS ON
RECORDING YOURSELF
AND MORE!

**CLICK
HERE**

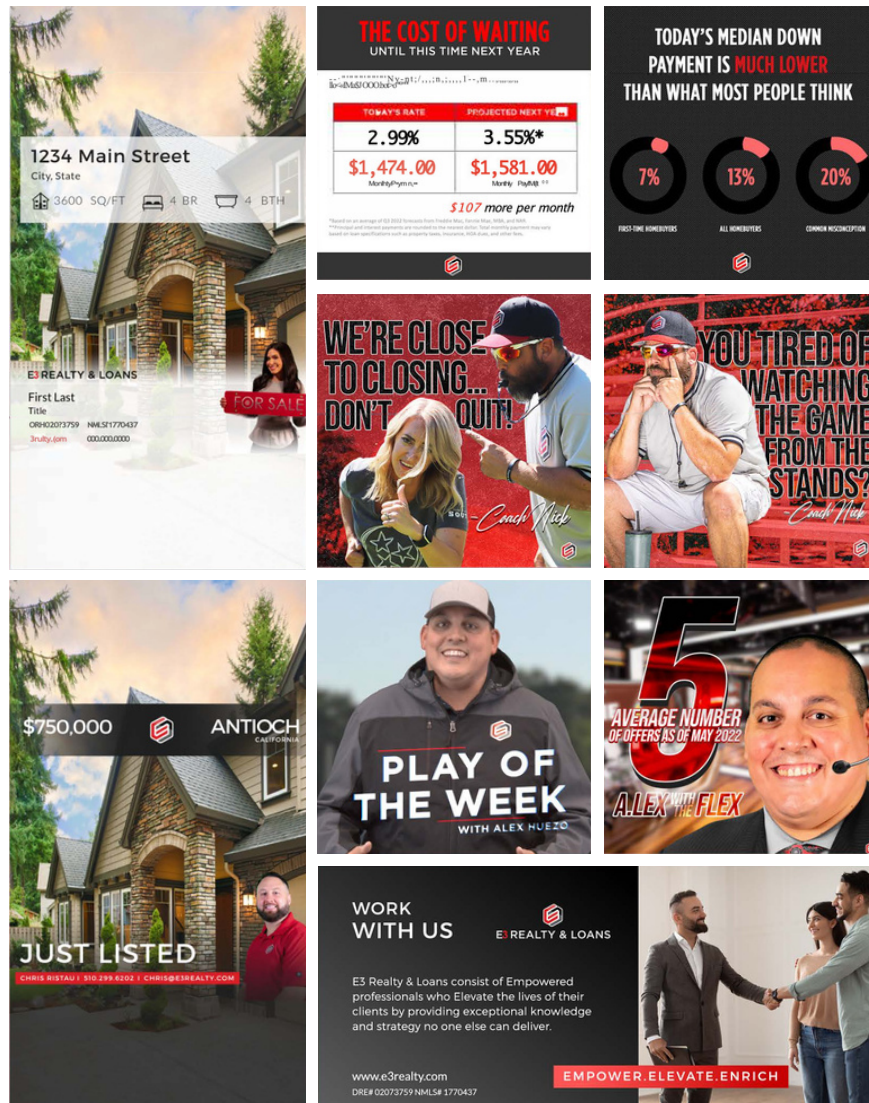
FOR CONTENT CREATION
INSPIRATION, DAILY IDEAS,
AND MORE!

GRAPHICS

NOTE:

MOST SOCIAL MEDIA PLATFORMS PRIORITIZE VIDEO CONTENT OVER IMAGES AND GRAPHICS. HOWEVER, WE HAVE A VARIETY OF EDUCATIONAL GRAPHICS FOR YOU TO USE AS POSTS WHEN YOU DO NOT HAVE TIME TO CREATE CONTENT. OUR GRAPHIC DESIGN TEAM IS CONSTANTLY RELEASING DESIGNS WITH UP-TO-DATE INFORMATION THAT IS PULLED FROM KEEPING CURRENT MATTERS.

TEMPLATES FOR HEADERS, THUMBNAILS AND REELS CAN ALSO BE ACCESSED IN OUR E3 MARKETING STUDIO AND CUSTOM GRAPHICS MAY BE CREATED TO HELP GROW YOUR BUSINESS. CLICK HERE TO LEARN MORE:



SOCIAL MEDIA CONTESTS

KEEPING YOUR DATABASE INVOLVED IN THE CONVERSATION SHOULD ALWAYS BE THE GOAL. THIS ENCOURAGES ENGAGEMENT WHICH STRENGTHENS YOUR BRAND. HERE ARE A COUPLE IDEAS

INSTAGRAM SCRIPT

I AM GOING TO GIVE ONE LUCKY PERSON_____TO USE AT_____. THIS COULD BE USED TO _____, OR _____. WHATEVER WORKS BEST FOR YOU! ALL YOU HAVE TO DO IS TAG A FRIEND IN THE COMMENTS TO ENTER AND THE LAST DAY TO ENTER IS AT 12 PM.

THE LUCKY WINNER WILL BE PICKED RANDOMLY ON_____AT 3 PM. GOOD LUCK! MUST BE A Bay Area RESIDENT AND AT LEAST 18 YEARS OLD ENTER.

DRE#
NMLS#

GOOGLE REVIEWS (GIVEAWAY)

HEY EVERYONE! IT HAS TRULY BEEN A PLEASURE ASSISTING YOU WITH (INSERT BUYING OR SELLING) YOUR HOME AND AS A TOKEN OF MY GRATITUDE I WOULD LIKE TO INVITE YOU TO JOIN MY GIVEAWAY CONTEST. READY TO HEAR WHAT THE GRAND PRIZE IS?

I WILL BE GIVING AWAY_____ON_____AND IT IS SUPER EASY TO JOIN. ALL I NEED YOU TO DO IS LEAVE ME A REVIEW ON MY GOOGLE BUSINESS PAGE AT: (INSERT LINK HERE)

AGAIN, THANK YOU FOR TRUSTING ME WITH YOUR BUSINESS. GOOD LUCK WINNING THE PRIZE!

GIFTS RELATED TO YOUR BAND

- #1. GAME TICKETS TO AN NBA, MLB OR NFL GAME
- #2. SIX FLAGS ANNUAL PASSES

NEED HELP SETTING UP YOUR SOCIAL MEDIA ACCOUNTS? CLICK HERE FOR INSTRUCTIONS ON HOW TO SET UP YOUR PAGES!

INSTAGRAM TIPS

CREATING STORIES

KEEPING YOUR DATABASE INVOLVED IN THE CONVERSATION SHOULD ALWAYS BE THE GOAL. THIS ENCOURAGES ENGAGEMENT WHICH STRENGTHENS YOUR BRAND. HERE ARE A COUPLE IDEAS

ADDING STICKERS TO YOUR STORY

1. TAKE OR UPLOAD A PHOTO TO YOUR STORY.
2. TAP THE TICKER ICON ON THE TOP RIGHT OF YOUR SCREEN.
3. SEARCH AND CHOOSE A STICKER.
4. POST TO YOUR STORY.

THIS GOES FOR GIFS, LOCATIONS, POLLS, QUIZZES AND MORE

CREATING HIGHLIGHTS

1. GO TO YOUR PROFILE AND TAP THE +NEW BUTTON (THE BIG PLUS SIGN).
2. PICK THE STORIES YOU WANT TO ADD TO YOUR NEW HIGHLIGHT.
3. TAP NEXT AND NAME YOUR NEW HIGHLIGHT
4. CHOOSE YOUR HIGHLIGHT COVER, AND TAP DONE.

PRO TIPS

MOST IMPORTANT: ALWAYS USE A CALL TO ACTION. HERE ARE EXAMPLES:

1. CLICK THE LINK IN OUR BIO NOW!
2. LET US KNOW WHAT YOU THINK IN THE COMMENTS BELOW!
3. TAG SOMEONE THAT NEEDS TO HEAR ABOUT THIS!

- TAG PEOPLE
- TAG LOCATIONS
- ADD MUSIC
- ADD GIFS
- COLLABORATE WITH OTHERS
- USE HASHTAGS

DON'T FORGET TO USE YOUR THUMBNAILS TO REPRESENT YOUR VIDEO IN YOUR FEED AND IN BIG WRITING, SAY WHAT THE TOPIC IS ABOUT SO WHEN PEOPLE SCROLL DOWN YOUR FEED, THEY HAVE INCENTIVE TO CLICK ON PAST POSTS AND GAIN VALUE FROM YOU, THEIR FAVORITE REALTOR

NEWSLETTER OUTLINE

WE KNOW SOCIAL MEDIA IS IMPORTANT IN TODAY'S WORLD TO STAY IN FRONT OF YOUR DATABASE BUT EMAIL MARKETING IS STILL JUST AS IMPORTANT IN YOUR MARKETING PLAN. YOU WILL BE SEEN EVERYWHERE!

MARKET UPDATE

EDUCATE YOUR DATABASE ON THE CURRENT REAL ESTATE MARKET.

BRAND RELATED IDEAS

TAKE THE OPPORTUNITY TO SHOWCASE YOUR BRAND AND MAKE YOUR NEWSLETTER MORE FUN.

ALEX WITH THE FLEX IDEAS; SPORTS UPDATES. UPCOMING SPORTS EVENTS IN THE AREA.

REAL ESTATE TRANSACTIONS

LISTING VIDEOS, BUYER JUST SOLD PHOTOS, OR ANY SOCIAL PROOF OF YOU SERVICING YOUR REAL ESTATE CLIENTS.

PERSONAL OR FAMILY HIGHLIGHT

GIVE YOUR CLIENTS A SNEAK PEEK INTO YOUR PERSONAL LIFE BY SHARING SOMETHING THAT IS FAMILY RELATED

CLIENT TESTIMONIAL

CLIENTS TESTIMONIALS ARE THE IDEAL WAY TO GAIN TRUST FROM YOUR POTENTIAL CLIENTS. USE THIS SECTION TO SHOW HOW YOUR CLIENTS FEEL ABOUT YOU.

THANK YOU - CLOSING

END YOUR NEWSLETTER WITH A SINCERE THANK YOU NOTE, ALONG WITH A CALL TO ACTION THAT PROMPTS PEOPLE TO CONNECT WITH YOU DIRECTLY.

CLIENT APPRECIATION IDEAS

IT IS RECOMMENDED TO SEE YOUR DATABASE FACE TO FACE EVERY QUARTER. LOOKING FOR UNIQUE AND CREATIVE WAYS TO CONNECT WITH YOUR CLIENTS ON A PERSONAL LEVEL? TAKE THE OPPORTUNITY TO THINK OUTSIDE OF THE BOX BY HOSTING A CLIENT APPRECIATION EVENT THAT WILL GET YOUR SPHERE TO BRAG ABOUT HOW GREAT THEIR REALTOR IS TO PEERS THAT ARE IN THE MARKET TO BUY OR SELL A HOME.

BRAND THEMED EVENTS THAT WILL GET YOUR CLIENTS TALKING: SPONSOR A TAILGATING PARTY, HOST A PLAYOFF WATCH PARTY, RENT A MOVIE THEATER FOR A SPORTS RELATED MOVIE, OUTDOOR BBQ IN A SPORTS SETTING. BELOW ARE MORE EXAMPLES OF CLIENT APPRECIATION EVENTS:

- FREE DINNER
- RENT OUT A MOVIE THEATER
- TICKETS TO AN EVENT
- WATER PARK PASSES
- ICE CREAM GATHERING
- FREE COOKING CLASSES
- DANCING CLASSES
- FREE COFFEE
- HOLIDAY INSPIRED EVENTS
- POETRY NIGHT
- GYM SESSION
- BACKYARD BBQ
- WINE TASTING
- GAME NIGHT
- Groupon PASSES
- ART NIGHT
- YOGA NIGHT
- AN OUTDOOR WALK OR HIKE
- FOOTBALL HAPPY HOUR
- COCKTAIL HOUR
- FREE LANDSCAPING SERVICES
- FREE PAINTING SERVICES
- HOME MAKEOVER GIVEAWAY
- CANDLE MAKING
- TACO TRUCK
- POOLSIDE PARTY
- Fourth of July PARADE WATCH PARTY
- PARTY IN THE PARK
- DIY FURNITURE
- CHILI COOK OFF
- PUMPKIN PATCH / PUMPKIN CARVING
- DYE EGGS - EGG HUNT
- HALLOWEEN PARTY
- THANKSGIVING PIE GIVE-AWAY
- VISIT TO A BREWERY OR WINE BAR
- SUNSET RIVER CRUISE
- MEETING WITH SANTA
- CHARITY EVENTS
- DIY PLANT TERRARIUM
- POTTERY CLASS
- CUPCAKE DECORATING
- FREE HOME DECLUTTERING

KEEP YOUR BRAND THEME GOING STRONG WITH:

- SWAG BAGS OR PARTY FAVORS
- RAFFE GIVEAWAYS: SIGNED JERSERYS OR SPORTS MEMORABILIA, TICKETS TO A PROFESSIONAL GAME, GIFT CERTIFICATE TO LOCAL SPORTS COMPLEXES (BATTING CAGES)
- SPORTS INFLUENCED CALENDARS
- HUMOROUS TROPHIES
- GOLF BALL WHISKEY CHILLERS, PING PONG TABLE, DARTBOARD CABINET, CUSTOM FAMILY JERSEYS, PERSONALIZED KEYS WITH THEIR FAVORITE TEAMS

MONTHLY MASTERMINDS



REAL ESTATE MASTERMIND GROUPS ARE GROUPS OF LIKE-MINDED INDIVIDUALS, SUCH AS REAL ESTATE AGENTS AND INVESTORS, WHO WANT TO NETWORK, LEARN MORE, PLAN TOGETHER, AND DEVELOP THEIR SKILLS.

WITH THAT IN MIND, WE ENCOURAGE YOU TO HOST A MONTHLY MEETING WHERE YOU CAN COVER INDUSTRY RELATED TOPICS AND POTENTIALLY RECRUIT AGENTS TO JOIN OUR TEAM AND ULTIMATELY YOUR DOWNLINE.

CLOSING GIFT IDEAS

SHOW YOUR CLIENT HOW MUCH YOU APPRECIATE THEIR BUSINESS BY GIFTING THEM WITH SOMETHING THAT REPRESENTS YOU AS THEIR AGENT. WE RECOMMEND THINKING OUTSIDE OF THE BOX AND FINDING A GIFT THAT IS RELATED TO YOUR PERSONAL BRAND. HOW AWESOME WOULD IT BE TO GIVE A HOMEOWNERSHIP AWARD?

OTHER GIFTING IDEAS TO CONSIDER:

- AMAZON ALEXA
- BOTTLE OF WINE
- FRUIT PLATTER
- BLUETOOTH SPEAKER
- PAINTING
- RING DOORBELL
- COOKING CLASS
- A TOOL SET
- ADDRESS STAMP
- AIR FRYER
- AMAZON MEMBERSHIP
- ESPRESSO MAKER
- GARDENING KIT
- ELECTRIC DRILL
- MOVIE NIGHT PACK
- SECURITY CAMERAS
- CULINARY KNIVES
- CUSTOM CUTTING BOARD
- COFFEE MUGS
- PERSONALIZED KEYCHAINS WITH ADDRESS



VIP CARD IDEA

ALEX WITH THE FLEX! HERE'S ONE WAY TO GET ANYONE TO APPRECIATE YOU AS THEIR AGENT (INCLUDING MYSELF)
SINCE YOUR PERSONAL IS BUILT AROUND BEING A SPORTS NEWSCASTER, IT WOULD BE AMAZING TO DO ONE OF THE FOLLOWING IDEAS.

#1 TREAT ONE OF YOUR CLIENTS TO A RIVALRY GAME BETWEEN THE GIANTS AND DODGERS ON JUNE 11TH.

#2 HOST A PLAYOFF PARTY WHERE YOUR CLIENTS CAN WATCH THE WARRIORS AND CELTICS FIGHT IT OUT FOR A CHANCE TO GO TO THE FINALS.



BRANDING PLAYBOOK EXPECTATIONS & EXAMPLE



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