



Real Estate Networking Toolkit 2017

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Overview

This Real Estate Networking Toolkit provides the materials you need to build and maintain local relationships with realtors, mortgage brokers, property managers, AND their home buyer clients. New for 2017: support materials for outreach property managers to help you grow your renters business. The outreach materials in this kit are customized with your agency information but they allow for additional personalization and multiple touch points.

Note: Personalized agency information on materials is pulled from your Blueprint order and your agent photo is pulled from BrandMuscle. Please ensure your agency information is correct on the Blueprint website and your photo is up-to-date on BrandMuscle since the information from these two websites will be printed on all your personalized toolkit materials.

| Description |
|---|
| Real Estate Networking 2017 Toolkit – <i>box of personalized outreach materials & guide booklet</i> |

What Can I Expect?

- Guide booklet with 4-step networking process
- Gateway Content Hub with tips for getting started, how to be a local trusted advisor, how to develop an online presence, agent best practices, agency process library videos, online content for agent networking, and eMTO
- Follow-up, thank you, and touch-base postcards (300)
- Holiday cards and envelopes (50)
- Brochures to leave behind for home buyers and renters (200)
- Moving tips cards to leave behind for customers (200)
- **Shipment Information:** Your toolkit will be shipped to your agency 5 to 6 weeks after the enrollment period ends

Benefits to my Agency

- Grow your local network as a way to increase referrals for your property line of business
- Allows you to establish yourself in the community as the go-to agent.

Best Practices

- A good best practice that can be implemented to help enhance the effectiveness of this program is to have a person on your team dedicated to tracking touch points with other local businesses
- Another best practice is to familiarize yourself with the kit materials in order to maximize your use and your community outreach



- Best practices will be updated periodically on the Gateway Content Hub.

Additional Resources

- These materials are not available through other channels, but agents who order the toolkit will be granted access to re-order materials on MOD/POD
- Guide booklet includes suggested messages to handwrite on the postcards before you send them out.

| Post Cards | |
|------------|--|
| | <p>1) Thank You</p> |
| | <p>2) Touch Base</p> |
| | <p>3) Holiday</p> |
| | <p>4) Follow Up</p> |
| | <p>1) Follows a phone or in-person conversation as a "thank you" for their time and consideration</p> <p>2) Provides an opportunity to maintain the relationship with a friendly and entertaining note</p> <p>3) Leverages seasonality with a "Happy Holidays" from the agent & agency staff</p> <p>4) Serves as a reminder of the partnership proposal with the intent to schedule a conversation with the realtor/mortgage broker/property manager</p> |



Self Mailers:



5) To Realtors and Mortgage Brokers

5) Initiates the conversation in a friendly way by showcasing the value that you could bring and any client referrals including local service and dependability for them and their clients



6) To Property Managers

6) Initiates the conversation in a friendly way by demonstrating the protection that you could provide for the property manager and their renters.

Brochures/Tips



7) Homeowners Brochure

7) Describes your value as an Allstate Agent and why it makes sense to contact you for their household protection needs during this time of transition



8) Moving Tips Card



8) Showcases your value & knowledge as a local Allstate Agent by compiling a helpful “tip card” for new home buyers on making sure their belongings are covered during their move



9) Renters Brochure

9) Describes your value as a local Allstate Agent and why it makes sense for customers to contact you for their household protection needs during this time of transition in their life



10) Renters door hanger

10) Agent gives to property manager, who passes on to clients/prospects