

# BREAKDOWN



who

what

how

**REALTORS  
LENDERS  
BUILDERS  
INVESTORS**

**MARKETING MATERIALS  
BUSINESS PLANNING  
LEAD GENERATION  
TECHNOLOGY TIPS  
WEBINARS  
GUIDED INDUSTRY INSIGHT**

**CONTACT YOUR REGIONAL  
LEADER/ OR UTILE BUSINESS  
REPRESENTATIVE TO SET UP A  
BREAKTHROUGH BROKER  
ACCOUNT. RECEIVE AND SEND  
LOGIN CREDENTIALS. FREELY USE  
AT NO COST TO OUR CLIENT!**

**SIMPLE AND EFFECTIVE  
TECHNOLOGY ALLOWS YOU  
TO SELL MORE HOMES.**

*What's In It for You?*

*Marketing  
Services*

**500+ TEMPLATES  
POSTCARDS  
FLYERS  
BROCHURES  
DOOR HANGERS  
SOCIAL MEDIA  
PROPERTY SITES  
PRESENTATIONS**

**VIDEOS  
MARKETING LETTERS  
NEWSLETTERS  
HELPFUL DOCUMENTS  
EVERY DOOR DIRECT MAILERS  
BUSINESS CARDS  
SPANISH MARKETING**

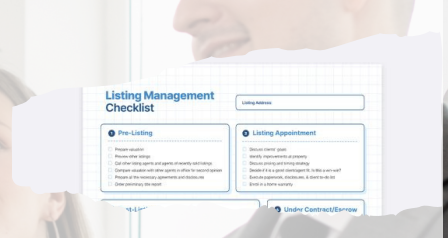


*Business  
Center*

**BUSINESS MANAGEMENT**  
Workbooks  
Checklist  
Planning  
Downloads  
Spreadsheets  
Webinars

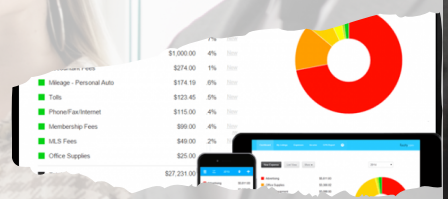
**NEW AGENT**  
Workbooks  
Checklist  
Planning  
Downloads  
Spreadsheets  
Webinars

**SOCIAL MEDIA**  
Planning  
Webinars



*Planning*

**REAL ESTATE BUSINESS PLANNING  
NEW AGENT TOOLS  
REAL ESTATE ACCOUNTING  
COMPANY ANALYSIS TOOLS  
CHECKLISTS**



*Lead  
Generation*

**PROSPECTING BEST PRACTICES  
FACEBOOK ADVERTISING  
WORKING WITH REFERRALS  
OPEN HOUSE STRATEGY  
ONLINE LEAD GENERATION**



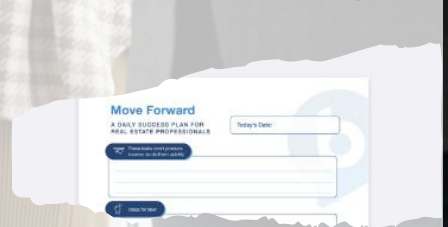
*Tech  
Tips*

**CONTACT MANAGEMENT  
VIDEO AND PHOTOGRAPHY  
EMAIL MARKETING  
HOW-TO SERIES  
PRODUCT REVIEWS**



*Inspiration*

**ON-DEMAND WEBINARS FROM BREAKTHROUGH BROKER  
INDUSTRY INSIGHTS  
MOTIVATION  
PRODUCTIVITY  
SALES  
EXPERT INTERVIEWS  
BEST PRACTICES**



THE POSSIBILITIES ARE

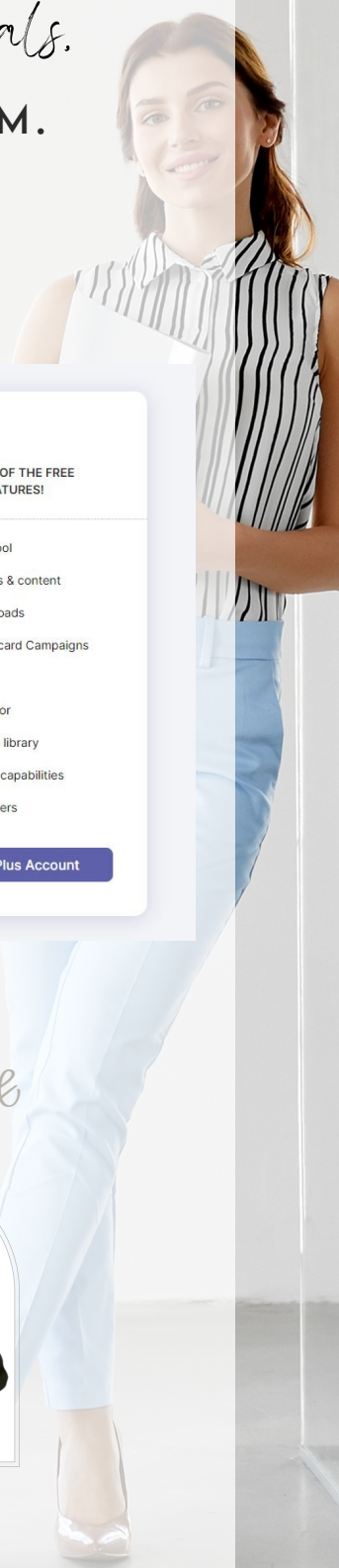
# ENDLESS



*Let Us Guide You - As Industry Professionals.*  
IN AND OUTSIDE OF THE CLOSING ROOM.

AT NO COST THROUGH OUR REPS!

*Let's Get Started!*



CONTACT OUR  
**BREAKTHROUGH**  
BROKER  
REGIONAL PROS

*to sign up & walk it through*

- Personal profile
- Access saved templates & mailing lists
- Color customization
- 10 free downloads per month
- Auto/populated contact info
- Innovative delivery options such as text to self
- Monthly webinars
- Same/day printing & shipping services if submitted by 1 pm CST

Current Plan

### Plus

← INCLUDES ALL OF THE FREE STANDARD FEATURES!

- Video Creator Tool
- Premium designs & content
- Unlimited downloads
- Automated Postcard Campaigns
- MLS Integration
- Preset brand color
- Headshot & logo library
- Team marketing capabilities
- 10% off print orders

Upgrade to Plus Account

*Dallas-Fort Worth*



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