

# Develop Marketing Materials

## Personal Brochure

Your personal brochure should:

- Highlight your unique selling position and clearly differentiate you from your competitors
- Answer the question, “Why should a buyer or seller work with you over all the other real estate practitioners who are active in your market?”
- Convey a message that’s appropriate for your target market
- Reflect your individual personality
- Focus on what you offer that benefits the customer
- Not be a laundry list of your credentials

By embarking on a real estate career, you have, in essence, established a small business. As such, you need to develop personal marketing materials in order to spread the word about your new business and keep your name at the top of prospects’ minds.

The initial marketing materials you will need include:

- Business cards
- Personal brochures

If you need to develop the materials yourself, talk to more experienced sales associates in your office or to your broker to learn where you can get affordable marketing materials.

In a world where technology reigns, make sure to sign up for one or more [social media sites](#) in order to market your brand. Today, it’s almost a virtual necessity• • —pun intended—for REALTORS® to have a professional Facebook page and Twitter account. Staying active on social media will not only help to promote your personal brand but it will also allow you to connect with potential and prospective clients in your marketplace.

Another good resource is to explore the wide range of products and services available to you as a member of the NATIONAL ASSOCIATION OF REALTORS®. The [REALTOR® VIP Program](#) offers you special discounts and promotions that can help keep costs down as you get your business off the ground. In particular, the [marketing section](#) can save you money on these efforts.