



LRE SOCIAL

Membership Guide

Find out all of the amazing benefits
you get with your membership at

www.LRESocial.com



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Intro To Who We Are

From the founder of Ladies of Real Estate, LRE Social came to life by the vision of Linda Ward. Linda started off in the industry as a real estate agent with Keller Williams Realty and worked hard to build a brand that not only sustained her business, but helped it grow. One of the biggest frustrations she came across was the lack of tools to provide modern marketing techniques, and with beautiful branding pieces. So she spent years learning, and mastering what was needed to grow successfully on social media, with a style she preferred and love. After succeeding, she was sought after by hundreds of agents to help boost their business. So she decided to provide a program that did just that!

One of her biggest concerns with the industry, along with it's outdated marketing, was the expense of tools used in the business. Real estate was an expensive business to get off the ground, so it was important to her to provide a program that was affordable to everyone. It is her vision to help thousands of real estate agents, and most importantly, women, to succeed in their business and personal lives. Coming out of a rough life and finding success through hard work, she is sharing everything she has learned along the way for only \$20.

A WORD FROM LINDA:

I am so excited to have you along this journey with me! With over 2000+ members in a couple of months, it was obvious how necessary this program was, and it's been a blast watching all of you grow. I can't wait to see you through this journey all the way to your own personal success. It is an absolute pleasure getting to know all of you on an individual basis and helping you grow!

xoxo - Linda

Branding & Marketing



Are you sick and tired of the outdated marketing and branding methods that are used over and over again by what seems like every single agent?? Good! Then you're perfect for this program. Frustrated without outdated, harassing methods, so prevalent in our industry, we are teaching you how to grow a brand and business on social media, so big, that business comes flooding to you.

Hate cold calling? Us too! Don't want to door knock? We hate sweating. You're in the right place! You DON'T have to door knock or cold call to find success in our business. And we've learned that through results gathered from social media. If you want to become a master of your real estate business with social media tactics, you're really really in the right place. All the way from setting up your social media pages correctly, to the best way to get followers, to getting tons of leads, we've got you covered. The best part? Our marketing methods are often times free, and in the paid marketing methods we teach, you don't need a lot of money to find success through paid ads! Because we are ONLY sharing tried and true methods that we KNOW work, so you don't waste hundreds on marketing methods that don't. Every ad method we use is one Linda Ward used, and had success with, for her business.



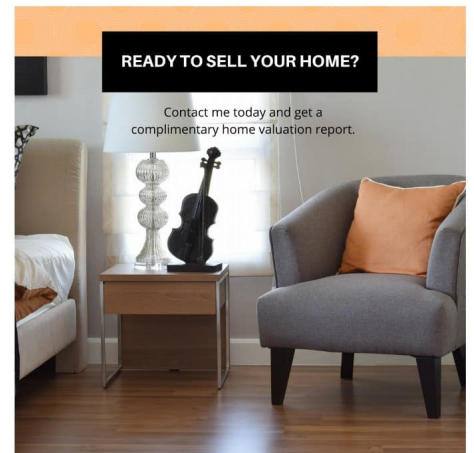
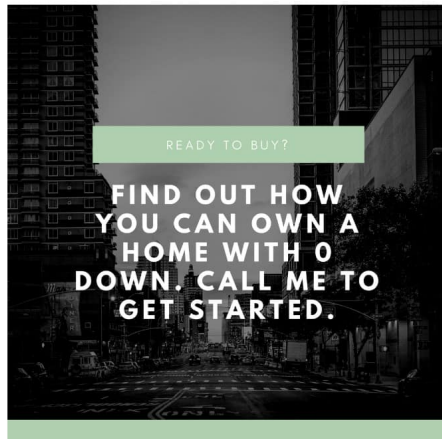
Stock Photos

Need beautiful stock photos to use throughout your marketing? No problem! We've got you covered. Each month we pay to license out hundreds of stock photos to share with you, so you can use in all of your marketing. All photos are high quality, and we have a wide variety that fit a large demographic and location.



Social Graphics

We're creating stunning graphics to use throughout your social media. To help boost engagement and bring you more leads. Post them on your Facebook business page, personal page, Twitter, Instagram, and anywhere else you can think of to get more business!



Stock Icons

Need some stock icons to create your own logo, or use throughout your own graphics? We've got a large selection of pre-licensed icons to use. Put them on your marketing prints, your branding, and on your website. Lots of fun to be had with our icons!



Email Signatures

Need a beautiful email signature? Choose from one of our beautiful templates and we'll customize it to have your information. Show off your beautiful brand throughout your emails.



Loretta Thompson

Real Estate Agent | Keller Williams Realty

(M) 555-555-5555 | (O) 555-555-5555

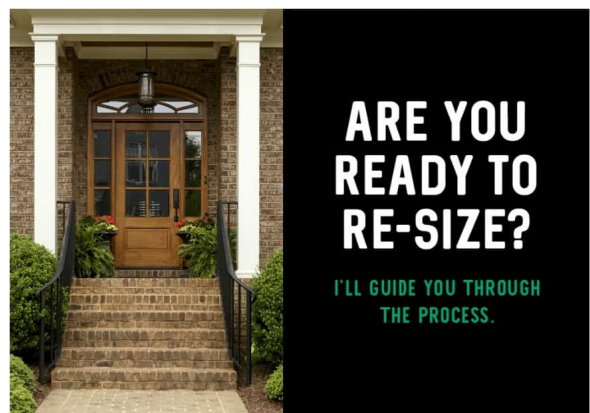
Sample@Sample.com

www.YourWebsite.com

123 Main Street City, State, 000000

Postcards

Look beautiful and stand out in your market with stunning postcard designs created by our team. Add your personal branding and get them out to your local market to start getting more seller leads!



Checklists & Downloads

From tax deductions, to checklists your clients can use to make sure they have all of their ducks in a row when it comes to buying and selling, we're providing pre-made check off sheets for you to use!

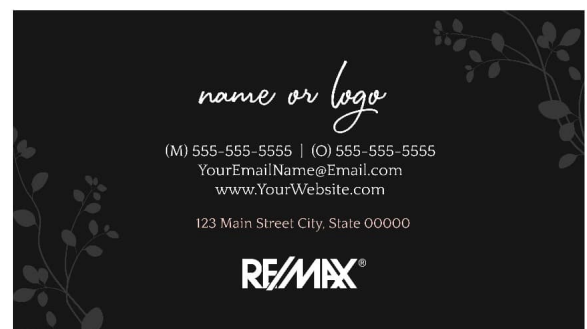
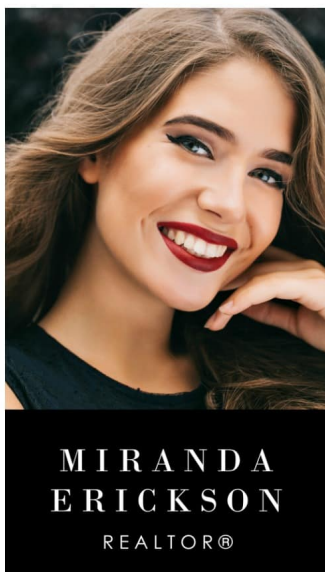
 **OPEN HOUSE SIGN-IN** 

Per sellers request, please sign-in! Let me know how I can help you with your real estate needs.

Name:	How can I help you with real estate?
Address:	<input type="checkbox"/> Want To Buy Asap
Phone:	<input type="checkbox"/> Want To Buy Within A Year
Email:	<input type="checkbox"/> Need To Sell A Home
	<input type="checkbox"/> Just Looking
Name:	How can I help you with real estate?
Address:	<input type="checkbox"/> Want To Buy Asap
Phone:	<input type="checkbox"/> Want To Buy Within A Year
Email:	<input type="checkbox"/> Need To Sell A Home
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	<input type="checkbox"/> Just Looking

Business Cards

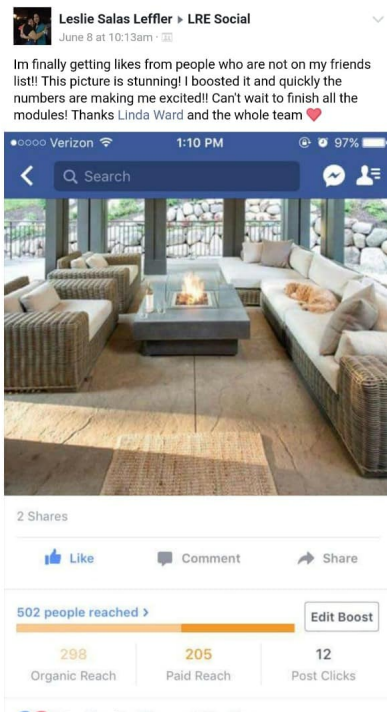
Need beautiful business cards? We've got stunning templates! Have our team customize your favorite business card design and stand out in your market with something beautiful!



Facebook Poster

One of our most popular features! Our Facebook poster is an automated posting done on your business page every Tuesday and Friday. Our posts are trending photos of home designs that increase your organic engagement on your page.

Our members LOVE the posts, getting huge engagement with our boosted methods for only \$5-\$10. Which leads to page growth and even leads!



Logos

Need a fresh new logo? We have tons of logo templates for you to choose from, ones you'll be sure to fall in love with. Pick your favorite template and our team will customize it to fit your brand. No additional fees!



Scripts

We've got the scripts you need to succeed! Scripts to use throughout your social media accounts, responding to warm and hot leads. And we've even got scripts for cold calling, if that's your thing. Try our top script: The Zillow 8 Touch Method to get free FSBO business.



OTHER

OPEN HOUSE

DOWNLOAD

JUST SOLD

DOWNLOAD

FSBO - INTRO EMAIL

DOWNLOAD

FSBO - INTRO CALL

DOWNLOAD

FSBO - INTRO LETTER

DOWNLOAD

EXPIREDS - EMAIL

DOWNLOAD

Pre-Made Blogs

Having writer's block and don't know what to write about? Our professional writers are creating amazing, educational blogs to share with your buyers and sellers. Simply copy and paste it onto your own website and advertise it to your sphere!

PRE-MADE BLOGS

CAN'T COME UP WITH IDEAS FOR A BLOG? NO WORRIES! COPY AND PASTE ANY OF OUR PRE-WRITTEN BLOGS AND ADD THEM TO YOUR PERSONAL WEBSITES. MAKE ANY EDITS NECESSARY TO ENSURE IT FITS YOUR MARKET.

*** New Blogs Every Month ***

**6 REASONS YOUR
HOME WON'T SELL**

**DEBUNKING MYTHS
TO HOME BUYING**

**WHY YOU NEED
TO SELL THIS
SUMMER**

Yard Signs

Need a yard sign designed for you? Let our team design one for you based off of our templates. Stand out with beautiful yard signs that are made to capture attention!



FOR SALE

MELISSA ADAMS

M: 555.555.5555 | O: 555.555.5555
youremail@example.com
www.yourwebsite.com

123 Your Brokerage Address, TN 00000

KELLERWILLIAMS ANY DISCLAIMERS THAT ARE REQUIRED GO HERE.

LRE SOCIAL

Promo Codes

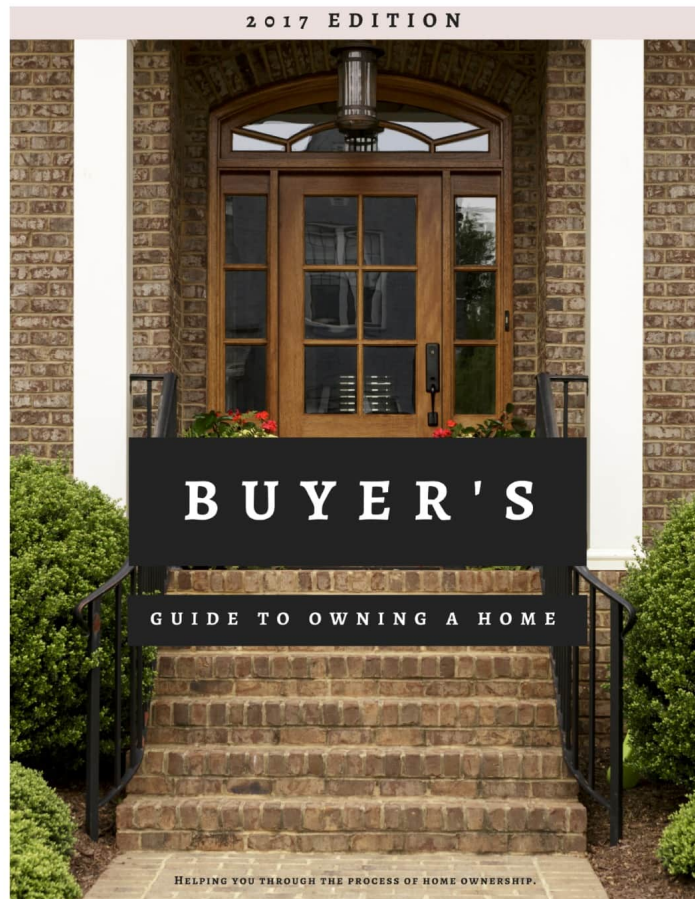
Real Estate can get expensive! We are reaching out to all of your favorite programs to bring you promo codes exclusive to LRE Social members. The coupons alone more than pay for your membership fees!



LRE SOCIAL

Buyer's Guide

We've created an exclusive buyer's guide for our members to use for their clients. Use them to capture leads online through landing pages, or print them and share them with your buyers to help them understand the process.



Seller's Guide

We've created an exclusive seller's guide for our members to use for their clients. Use them to capture leads online through landing pages, or print them and share them with your sellers to help them understand the process.



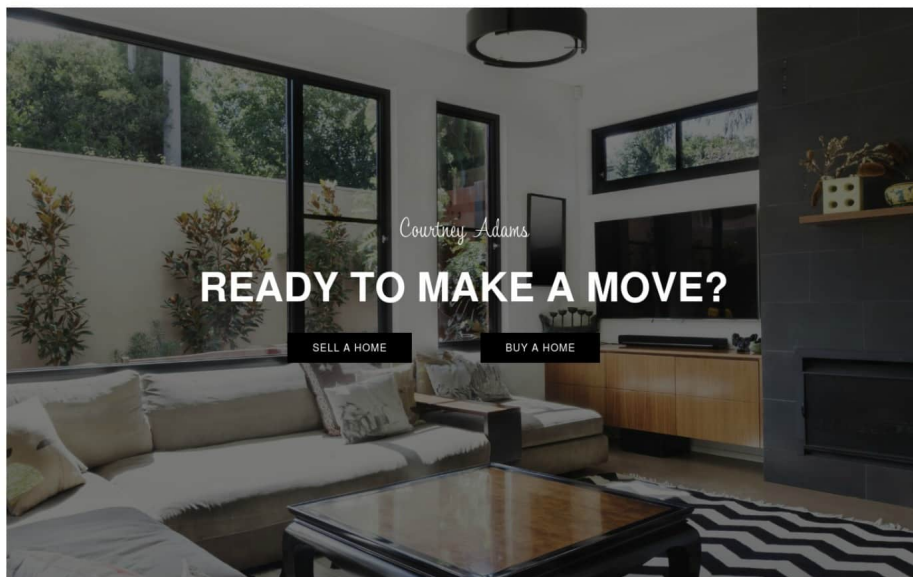
SELLER'S

7 STEP GUIDE TO SOLD

SELLING YOUR HOME DOESN'T HAVE TO BE SUCH A DAUNTING TASK. FOLLOW THE TIPS IN THIS GUIDE TO HAVE A BETTER UNDERSTANDING OF THE PROCESS AND PREPARE FOR WHAT'S TO COME.

Landing Pages

Landing pages are for leads, the way websites are for branding. They are incredibly important with online marketing to get a plethora of buyer and seller leads. Most landing page companies charge \$75+/- month. Not only are we providing beautiful landing pages in your membership, we're also showing you how to use them to get business. We even have one page listing websites to advertise your properties!



Courtney Adams

(M) 555-555-5555 | (O) 555-555-5555
Sample@YourEmail.com
www.YourWebsite.com

123 Main St. City, State, 00000



Wallpapers

Who doesn't need that extra boost of motivation every day? We know we do! We create beautiful, and fun, wallpapers to use as your desktop backdrop to send some fun graphics your way!



Custom Shirt Design

Who doesn't love showing off a fun t-shirt when you're going out? It's a great conversation starter for real estate. But instead of wearing generic quotes, we are creating designs that can be customized for you and your brand!



Monthly Freebie

Every month our design team is creating an amazing digital goodie that you can download and use in your business. Our monthly goodie varies month to month with something new and fun!

DATE / /

priorities

THINGS TO DO:

- ▶
- ▶
- ▶
- ▶
- ▶

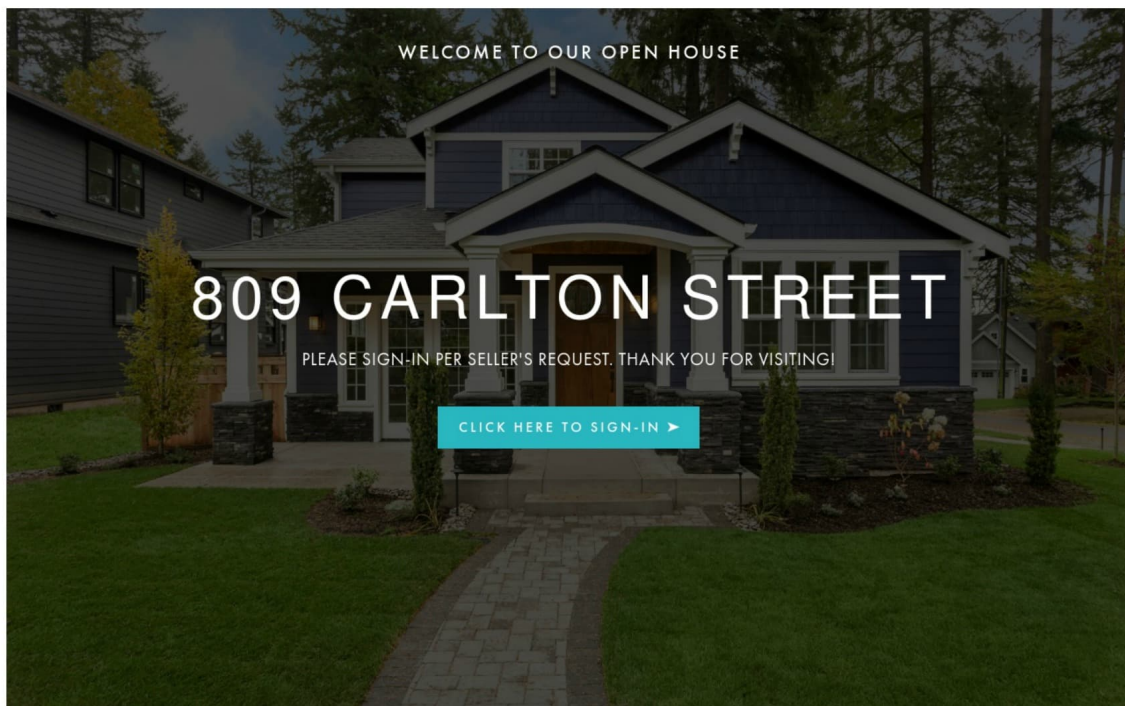
maybe tomorrow...

DO IT *with* *passion*
OR *not* AT all

LRE SOCIAL

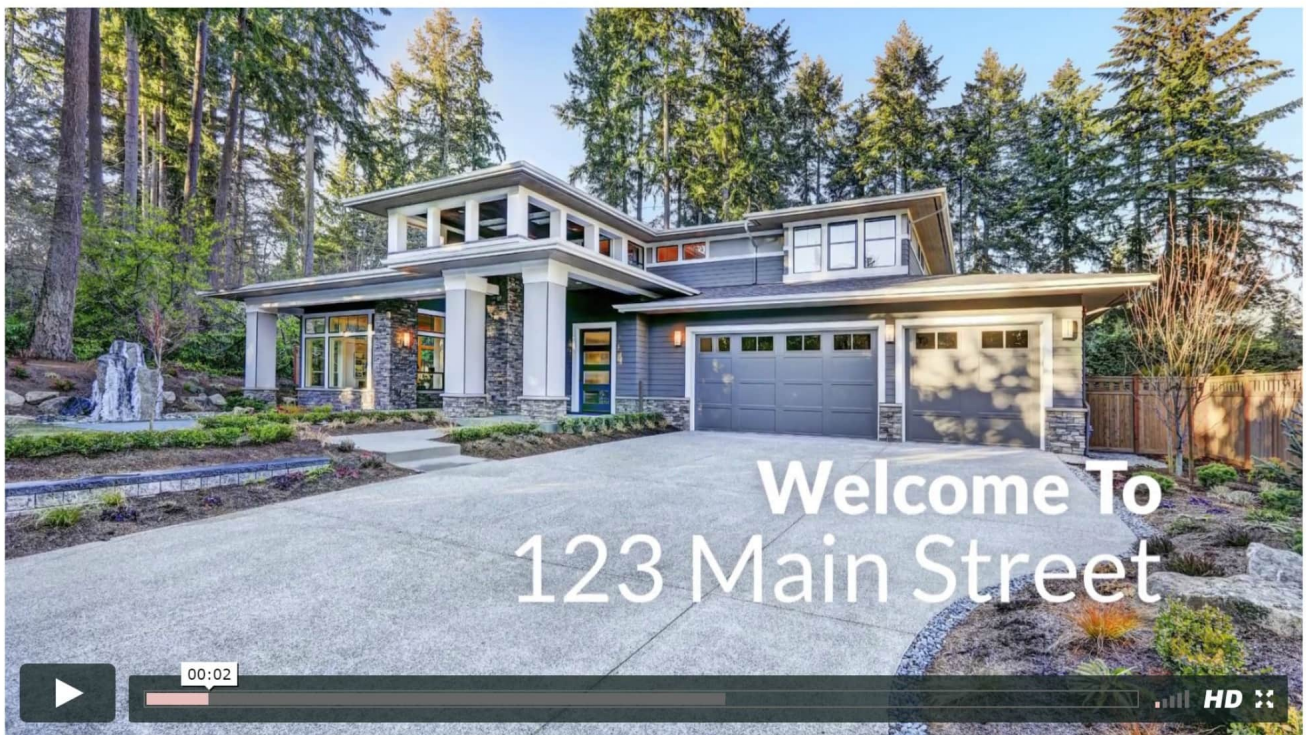
Open House Sign-In

Throw out those pens and papers and go digital! Use our open house sign-in landing pages to capture buyer and seller leads that walk through your properties! One of our most popular features!



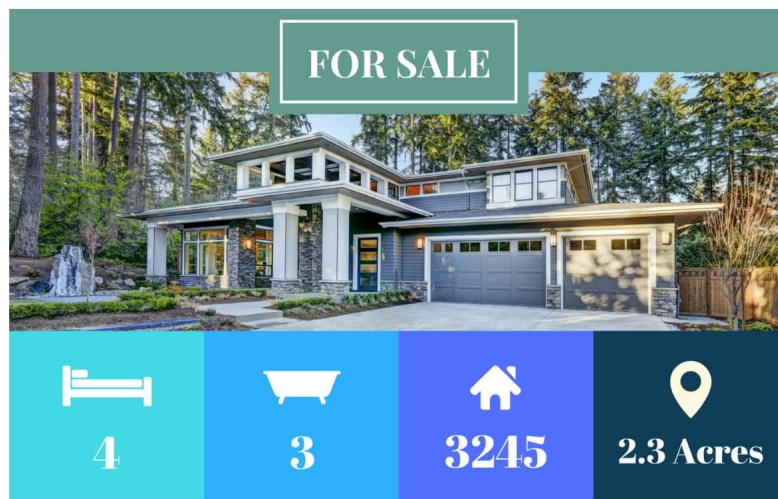
Video Marketing

Videos can get SO expensive! But no worries! We have beautiful video templates that can be customized to feature your properties. Advertise your listings online and get more leads and scheduled tours!



Marketing Flyers

Need beautiful flyers to showcase your properties and get more business? We have stunning templates to choose from! Pick your favorite and our design team will customize it for you!



FOR SALE

4 3 3245 2.3 Acres

123 MAIN STREET YOUR CITY, STATE 00000

THIS BEAUTIFUL 4 BEDROOM 3 BATHROOM DREAM IS NESTLED IN THE MOUNTAINS OF COLORADO. SPACIOUS LIVING SPACE BOASTS MODERN FEATURES AND OPEN LIVING. SECLUDED BY THE PRIVACY OF MATURE TREES, YOU'LL FALL IN LOVE WITH THIS BREATHTAKING PROPERTY.

\$799,900



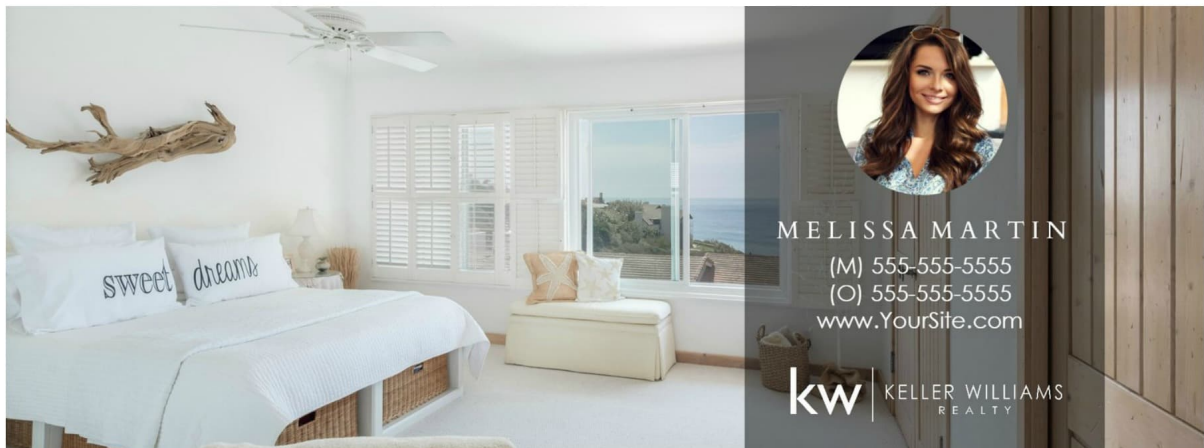
YOUR NAME

(M) 555-555-5555 | (O) 555-555-5555
youremail@email.com
www.yourwebsite.com
123 Brokerage Address City, State 00000

kw PLATINUM PARTNERS
KELLERWILLIAMS REALTY

Custom Facebook Covers

Don't just use our pre-made Facebook covers to build your brand. Order from our customized ones! We create beautiful Facebook cover templates that you can have customized with your information.



Email Marketing Ideas

Stuck on what to send on a monthly basis to your database? Our team creates email headlines and content that gets your database interested and engaged!

EMAIL TEMPLATE 1

SUBJECT LINE: Who doesn't love some magic?

BODY: Home doesn't have to look like it came right out of a fairy-tale to have some magic, but it doesn't hurt. Check out this amazing [property](#). The wood work is absolutely stunning!



EMAIL TEMPLATE 2

SUBJECT LINE: Bring the city to your bedroom.

BODY: Depending on your taste and layout of your home, this could look awesome in a kid's bedroom! Imagine the designs that could be done if you were a Star Wars fan!



Pop-by of the Month

Need creative pop-by gifts? We are creating unique idea every month for you to use! Each pop-by gift will be relevant to the month and any particular holiday within it.

FIRST DAY OF SUMMER THEME



WHAT YOU'LL NEED:

1. Fireball Candy
2. Saran Wrap
3. Ribbon
4. Business Card
5. Note Card

Add a cute tag with your business card and tie it to the bag with the ribbon.

YOUR TAG QUOTE: Summer is here! The weather is hot and the market is on fire!

Ad of the Month

We test hundreds of ads to increase lead generation and brand growth on social media. Each month we are sharing with you the best one with the strongest results. This way you can implement it into your business and get leads quickly!



Charlotte Thompson ▸ LRE Social

June 13 at 8:06am · Sweeny, TX · 🌐

Hey ladies! So I posted the LRE Social Ad of the Month on my business page. Even though it said it wouldn't be boost-able I tried anyway as I've been able to sneak boosts with lots of text through in the past. It worked! Boosted for \$10 and here are my results, with \$4 left in the budget. Got one listing from it already on the market, and several buyer leads. The only issue I see with it is that when people just "react" or "like" business page posts, there's no way I can find to message them from my business page, I have to go to their profile and send them a message from my personal account, which I don't prefer to do but it worked! Try it!



HOME ABOUT POSTS REVIEWS PHOTOS

Private Group & Bonuses

You'll get access to our exclusive members-only group where we provide additional training, tips, and giveaways! We also provide a good bit of bonuses to our group members! Get help directly from Linda Ward in growing your business online, and learning the best tips and tricks to use the tools we provide.

The image shows a screenshot of a Facebook group page. At the top, there is a cover photo of a smiling woman with blonde hair. Overlaid on the photo is the text "Members Lounge" in a large, white, serif font. Below the photo, the URL "www.LRESocial.com" is displayed in a white box. Underneath the cover photo, it says "Linked Group · LRE Social".

The page interface includes a navigation bar with "Joined", "Notifications", "Share", and a menu icon. Below this is a post creation area with options for "Write Post", "Add Photo/Video", "Add File", and "More". A text input field says "Write something...". Below the input field are buttons for "Photo/Video", "Create Poll", "Feeling/Activ...", and a menu icon.

On the right side, there is an "ADD MEMBERS" section with a search bar. Below that is a "MEMBERS" section showing "1,658 Members (80 new)" and a row of member profile pictures. One of the profile pictures has a yellow circular badge that says "NEED A REAL ESTATE AGENT? CALL ME!".

At the bottom right, there is a "DESCRIPTION" section with the text "*****MEMBERS ONLY*****" and an "Edit" link. Below the description, it says "This group is dedicated." and "Chat (Off)".

On the left side, there is a "RECENT ACTIVITY" section showing a post by "Lisa Young" from 7 hours ago.



LRE SOCIAL

All of this for ONLY \$20 | Month

New content added every single month to each of our current features, and new features every month! Don't miss out on the fastest growing real estate program. Join our tight-knit community to grow your real estate business today! No contracts, cancel anytime!

www.LRESocial.com