

CONGRATULATIONS!

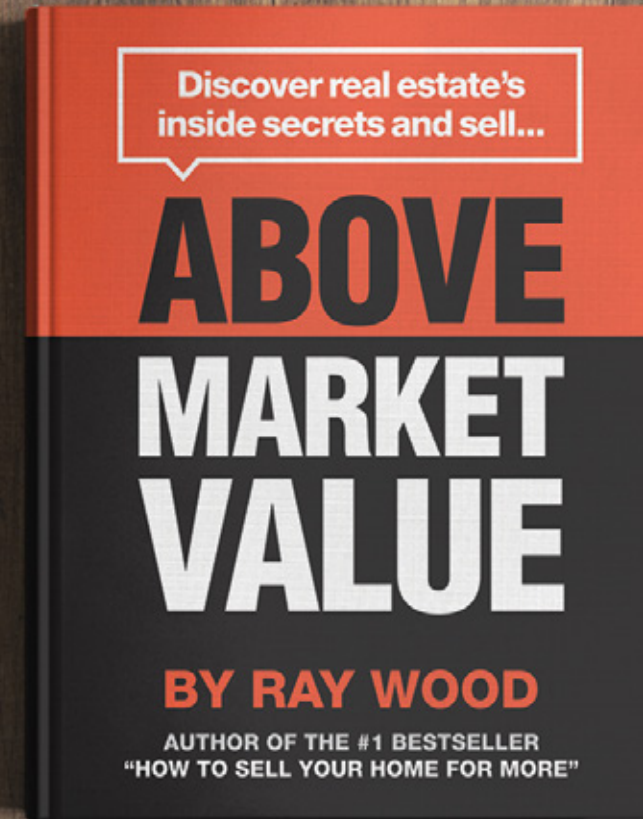
You are now in possession of what we believe is the most successful collection of real estate marketing resources ever assembled. Each template has been designed and tested to give you the edge in every phase of your real estate marketing, from 'cold start' prospecting and winning listings, your pre-listing kit, advanced marketing and brand awareness, client care and management plus social media posts.

You'll notice I have also written a short ebook (Above Market Value) you can quickly customize as a client gift from you. It's not hard to find pretty designs online but Jigglar is built for agents and real estate success because we go deeper to help you make better connections by enhancing your point-of-difference and positioning you as the real estate authority in your area. We're all about results!



Ready to use real estate flyer templates

Create amazing real estate flyers and social media from a range of stunning lead generating and marketing templates in minutes.



WHY YOUR MARKETING IS IMPORTANT AND STANDING OUT IN THE CROWD

We live in a world where we are instantly judged by our marketing and presentation. As real estate professionals, our success is linked to our branding and the overall visual appeal of every piece of marketing we produce. I'm talking everything from a Just Listed Flyer to your Facebook ads. But this is not a bad thing because it presents a unique opportunity as so many agents don't give the quality of their marketing the attention it deserves. Since the first Jigglar agent signed up to start customizing our templates, letters, infographics, social media posts and reports, we've paid close attention to the specific templates that get downloaded and why. Obviously, a high number of downloads means a Jiggle that works so this is a summary of the top 25 most popular Jigglier templates. I'll give you a quick summary on each one, why it works and where to use it.

By customizing and saving each of the top 25 templates to your private design library in your Jigglar account (your Jiggles) you'll have the ultimate marketing resource ready and waiting with great looking flyers and posts whenever you want. We've liberated great real estate marketing design by stripping away the high cost of hiring a graphic designer and virtually eliminating the wait time. You want it, you jump in and easily create it. Boom!

WHY MOST REAL ESTATE MARKETING FLYERS DON'T WORK

Most flyers don't work because the agents (and so called marketing companies that create them) ignore the essential rules of direct response marketing.

Don't crowd your flyer with too much content. White space is your friend not your enemy. Many flyers are loaded front and back with way too much stuff and multiple offers.

Don't use big blocks of text or write IN CAPITAL LETTERS. Studies show this reduces engagement

Give your target one simple thing to do not three or five. You'll just confuse them. If you want to put something on the back of a flyer, use a great client testimonial.

Use a great personal marketing image of you on a transparent background. If you go to jigglar.com/services you'll be able to upload your image and get the background removed so you can use it over another image of a property you're selling or Facebook cover or wherever you like. It just looks better and more professional.

Use Just Listed & Just Sold flyers, mailers or postcards wherever you can. NOTHING says authority and credibility like a Just Listed or Just Sold notification. It's powerful social proof of your ability to market well and get results.

Practice Give-To-Get Marketing where you offer something of value. It's okay to offer a 'Free Evaluation' but it's hardly unique and will not set you apart from the crowd.

MARKETING TO YOUR PATCH AND MAKING RELATIONSHIPS

Someone woke up in your area this morning and decided to sell. If they didn't call you it can only be because they don't know you. Real estate's top agents understand the power of a large number of quality relationships that builds over time. Just imagine if you knew and regularly connected with every owner in your area. Top agents who work towards this goal say that 80 plus percent of new listings comes from this one source! Opinions vary as to the best size prospecting farm or patch but we believe 1500 to 2000 is a good number. While dropping your Jigglar flyers into your patch on a regular basis may well produce immediate sellers (and often does) the mission is to forge relationships with homeowners over time.

“SET UP YOUR FREE JIGGLAR ACCOUNT. JIGGLAR IS FREE FOR THE FIRST 30 DAYS. YOU GET TO ACCESS EVERYTHING AND SAVE YOUR CUSTOMIZED TEMPLATES.”

– Go to jigglar.com

DISTRIBUTION

Many Jigglar flyers are designed to make a solid connection with potential sellers in your area so getting the flyer in the hands of your target market is obviously critical to success. The good news is that you don't need to distribute thousands of flyers to get results. Distributing a large number of flyers is time consuming (if you're doing it yourself) and costly. So we suggest dedicating one morning or day a week to spending time in your patch connecting with sellers. Door knocking with Just Listed and Just Sold flyers is a brilliant way to discover new potential sellers.

There are advantages to doing your own distribution

- 1. You get to know your area better**
- 2. You get the chance to connect with homeowners in your area**
- 3. You actually know your flyers have been delivered not tossed in the trash**
- 4. You may notice a home being prepared for sale or a vacant home where the owner might need assistance**

Remember, the only time we're actually making money in real estate is when we're in front of a buyer or seller. Jigglar makes this happen with better flyers and proven strategies.

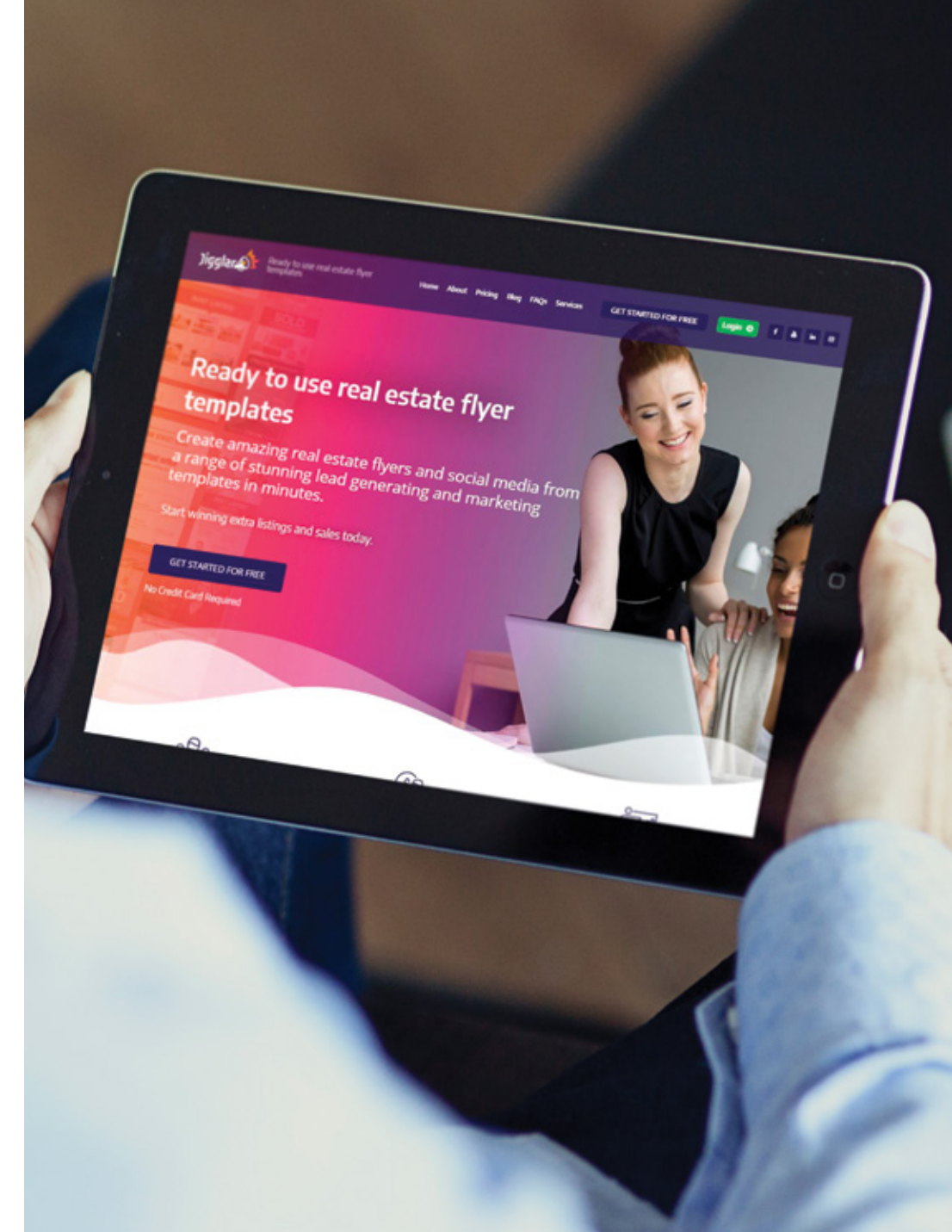
4 THINGS TO DO NEXT

1. Set up your free Jigglar account. Jigglar is free for the first 30 days. You get to access everything and save your customized templates. If you decide you and Jigglar are a match, your monthly marketing investment is \$39 (USD) or less with one annual payment. There are also special rates for teams. There are no contracts.
2. Log in to your Facebook account, search Jigglar Inner Circle (Private Group) and please send us a join request. This is where we test a lot of ideas and also one of the first places we announce the release of fresh Jiggles.
3. Subscribe to the Jigglar YouTube Channel at youtube.com/jigglar This is where we share screen videos that will show you how to create a range of awesome templates.
4. Subscribe to my Podcast at TopAgentsPlaybook.com When you do I'll send you (for free) some of my most popular marketing concepts including;

- **A digital copy of my bestselling book, How To Sell Your Home For More**
- **60 proven real estate scripts for every possible situation**
- **The Top Agents Playbook (eBook) The essential 17 Actions, Habits and Strategies used by Real Estate's Best Performers**
- **7 Proven Real Estate Mindset Hacks Top Agents Live By**

– **By Ray Wood**

Jigglar Co-Founder



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A MORTGAGE HAS NEVER BEEN CHEAPER

WHAT IS IT?

DL/Mailer size double sided flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

With mortgage lending rates at record lows, there's never been a better time to buy real estate. This flyer delivers that message to buyers with good design and compelling copy. Use it at open homes or as a letter drop in your area. Remember, on average, 30% of buyers are also sellers



PRE-LISTING QUESTIONNAIRE

WHAT IS IT?

1 page, 1 sided 8 X 11 or A4 Color Flyer


WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the STATIONERY Category

MARKETING STRATEGY AND APPLICATION

As a general rule, when a potential buyer completes your Pre-Listing Questionnaire, they're selling. The Pre-Listing Questionnaire consists of 12 relevant questions that will quickly tell you what's happening with your potential client. Send it in WELL BEFORE your actual listing presentation

Pre-Listing Form



Name

Address

Date

01 / 01 / 2019

01 Out of all the agents in the area, what is your deciding factor for calling us?

02 What's been your deciding factor for listing your property for sale now?

03 When would you be happy for a qualified buyer to come and inspect the property?

04 If we could achieve a price for you that was beyond your expectations, where would you be moving to?

05 How is this going to help you?

06 Will you be interviewing any other agents?

07 Just out of curiosity, How many years have you owned the property?

08 Have you made any renovations or improvements to the property, Could you briefer tell me about them?

09 After all the renovations and improvements to your property, keeping in mind what you paid for the property, What do you think your home is worth now?

10 Has your property been on the market before?

11 Would you like me to send you some information that will answer any questions you may have missed during our meeting?

12 If we can see eye-to-eye on the day and you feel I am the best person for the job, can we get started immediately? Are you ready to put me to work?

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

Yes / No

23

PROPERTIES RECENTLY SOLD IN YOUR AREA

WHAT IS IT?

1 page, 1 sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the JUST SOLD Category

MARKETING STRATEGY AND APPLICATION

Open up your maps app. Locate your area and take a screen shot. You've just captured the first essential image for this dynamic lead generating flyer. The beauty of this one is that, if you use a range of 'typical' home types in your area, potential sellers will see their home in your flyer and call you for more info and a value update. Create, print, distribute, repeat!





3 HOT BUYERS FLYER

22

WHAT IS IT?

1 page, 1 sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

There is no better way to turn hot buyers into fresh listing leads than the 3 Hot Buyers flyer. Many agents say they have buyers but the specifics (and believability) stops there. Once a potential seller can actually see your buyers and their names, there can be no doubt you're the real deal.

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ACTIVE AGENT REPORT

WHAT IS IT?

1 page, 1 sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the INFOGRAPHICS Category

MARKETING STRATEGY AND APPLICATION

Infographics were created to quickly communicate a specific point or advantage. As a general rule, we see and comprehend better by looking at shapes and colors which is why you want to use a great looking infographic or Social Media post wherever you can



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'BOOSTABLE' FACEBOOK LEAD GENERATOR POSTS

WHAT IS IT?

A graphic formatted for Facebook posts .jpeg high resolution art

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the SOCIAL MEDIA Category

MARKETING STRATEGY AND APPLICATION

As you're probably aware, Facebook has some very strict rules around what you can post including the amount of copy (20% or less) and content. We've tested and tweaked a bunch of Facebook posts to make sure you can confidently post your latest listing then boost it to win more views and attract more potential clients.

ABOVE MARKET VALUE (THE E-BOOK)

WHAT IS IT?

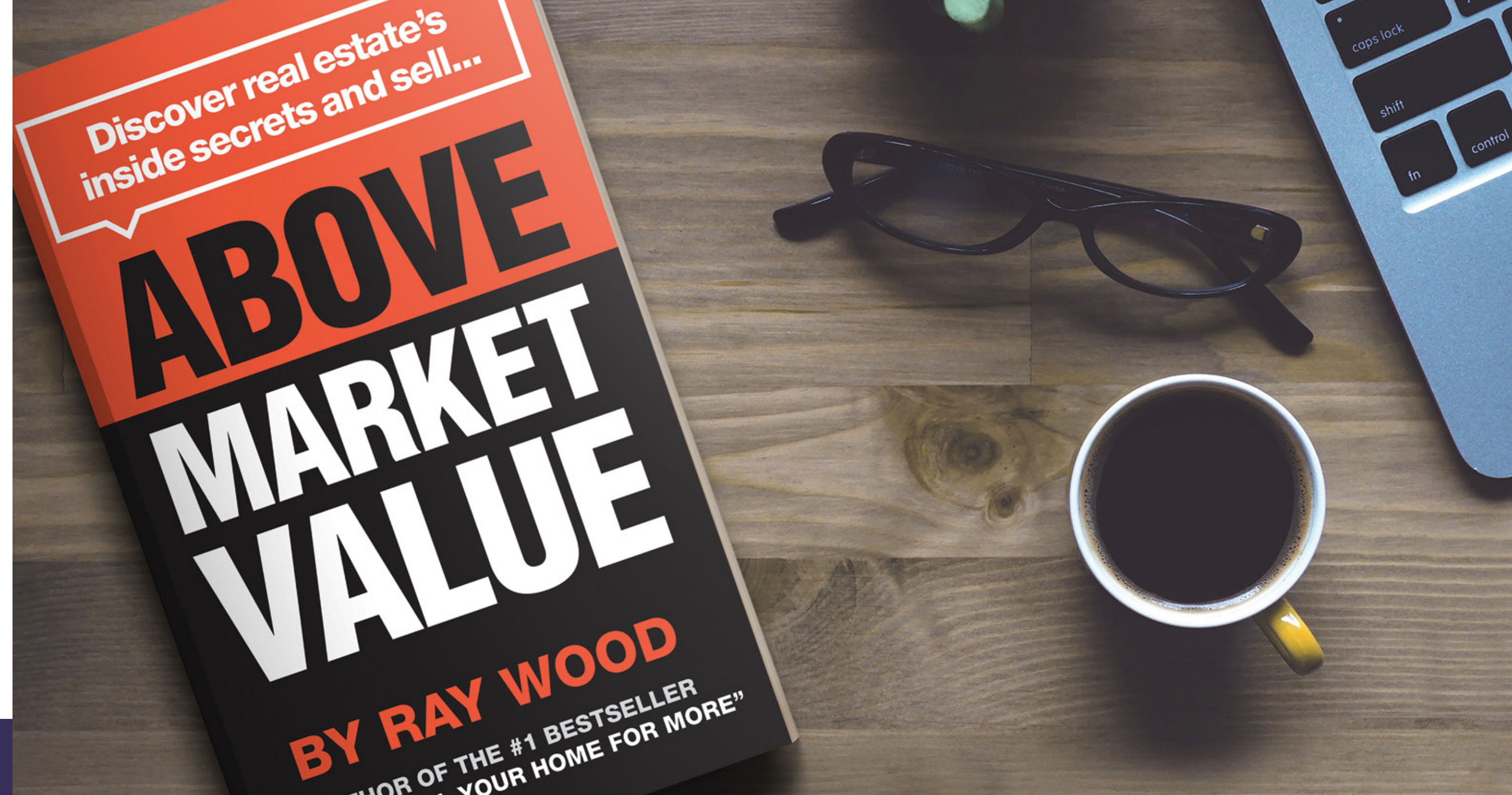
21 page, 8 X 11 or A4 eBook. PDF & link

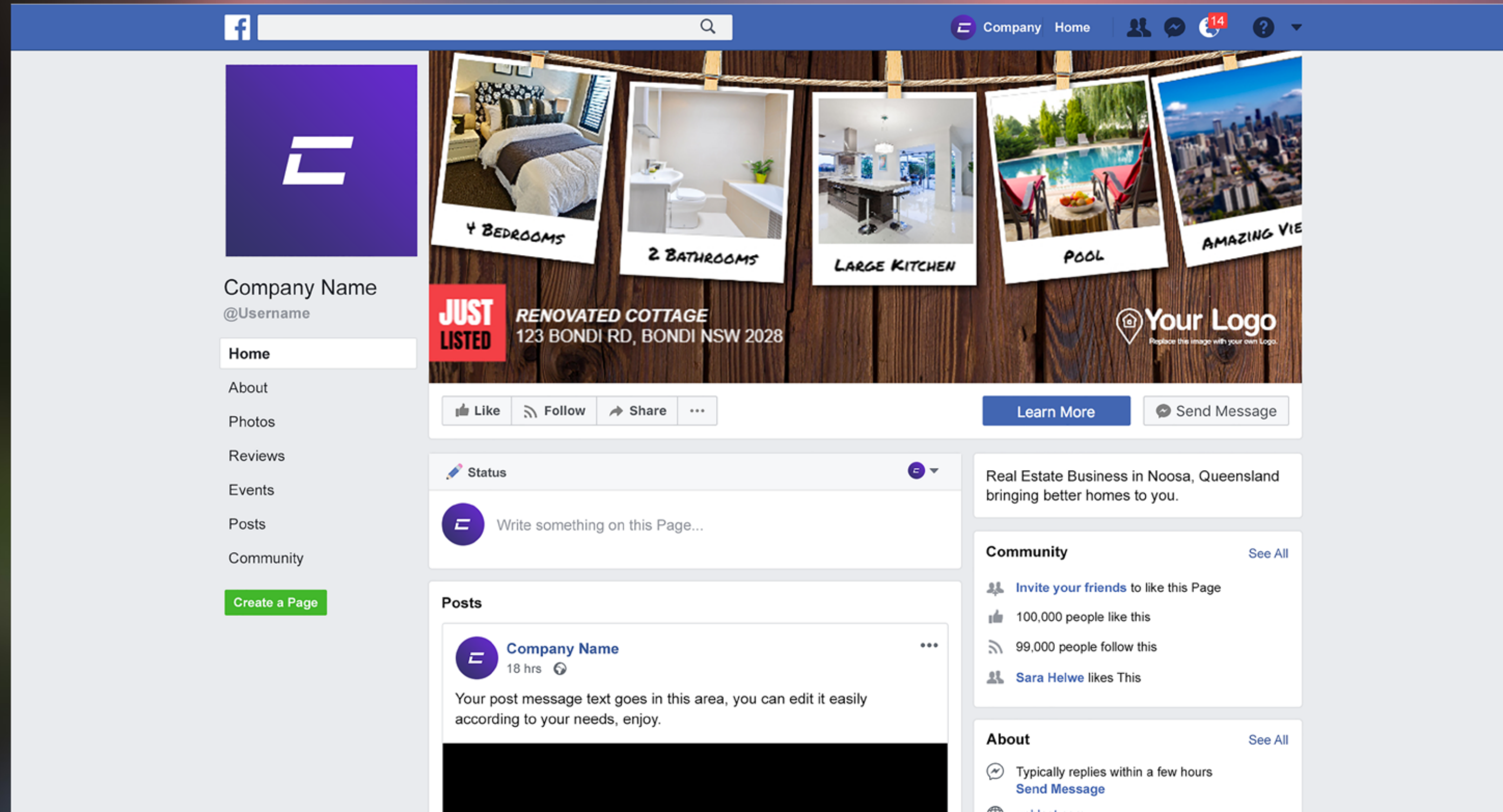
WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the BOOK Category

MARKETING STRATEGY AND APPLICATION

Every seller is looking for three things: 1. An Above Market Value price 2. A sale in a reasonable time and 3. The ultimate real estate experience. With that marketing brief in mind, I set out to write a short eBook that explains to the seller how you (their agent) can deliver on those three 'wants'. Above Market Value is more of a long-form letter that introduces the seller to the concept of selling for more and positions you as the agent that can make it happen.





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FACEBOOK COVERS

WHAT IS IT?

A graphic formatted for Facebook Cover. .jpeg high resolution art

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the SOCIAL MEDIA Category

MARKETING STRATEGY AND APPLICATION

As many Jigglar agents are discovering, creating an engaging Facebook cover graphic (that's the one at the top of your Facebook personal or business page) is dead easy and a great way to freshen up your Social Media marketing. You can use it to celebrate your area, a local cause or charity or an upcoming event. Keep in mind, high resolution images (like the ones you can get for free at unsplash.com) will really wow your FB friends and followers.

Download & edit this template with Jigglar. Get your free account at jigglar.com

OPEN HOME INSTAGRAM STORIES

WHAT IS IT?

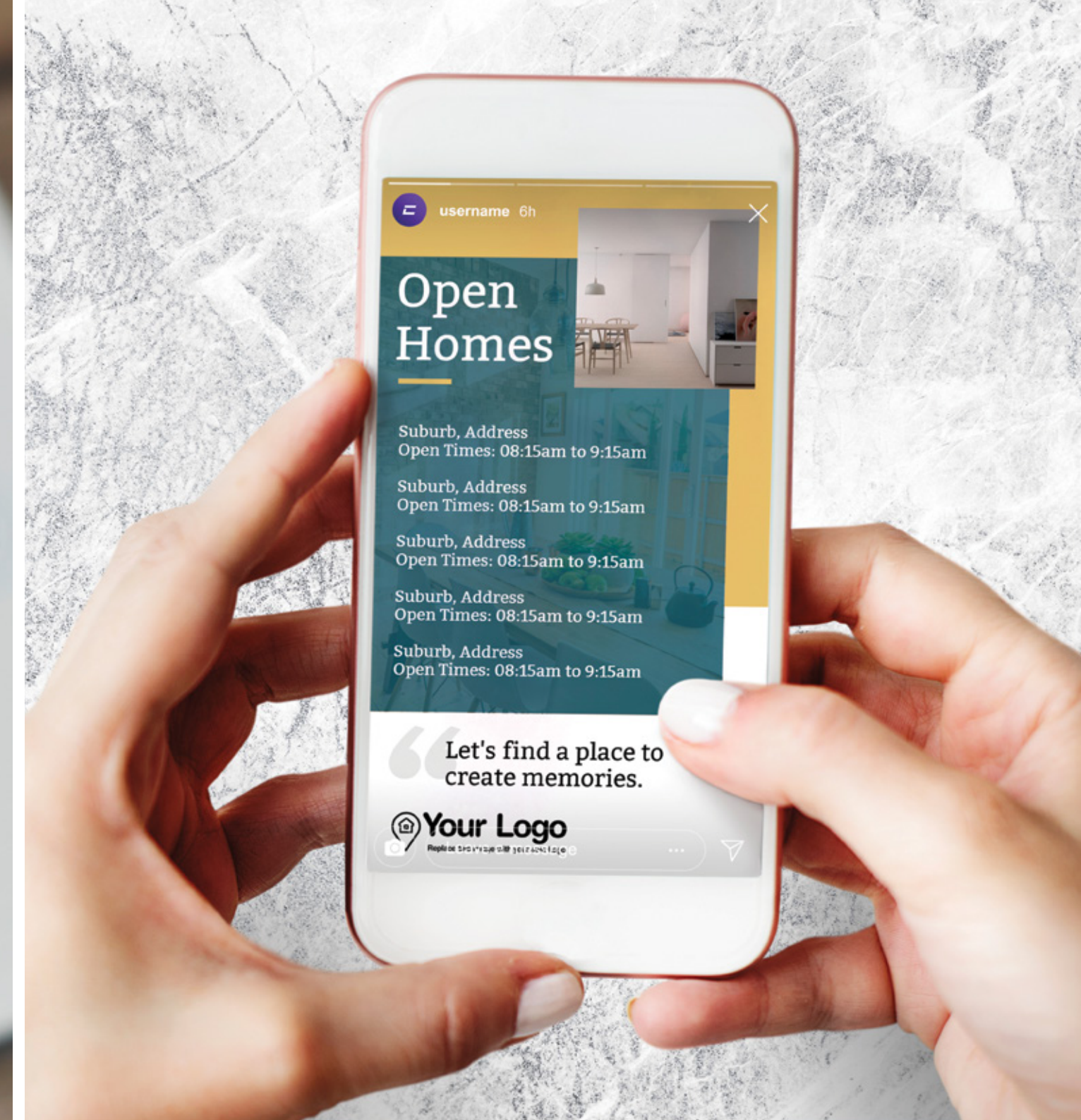
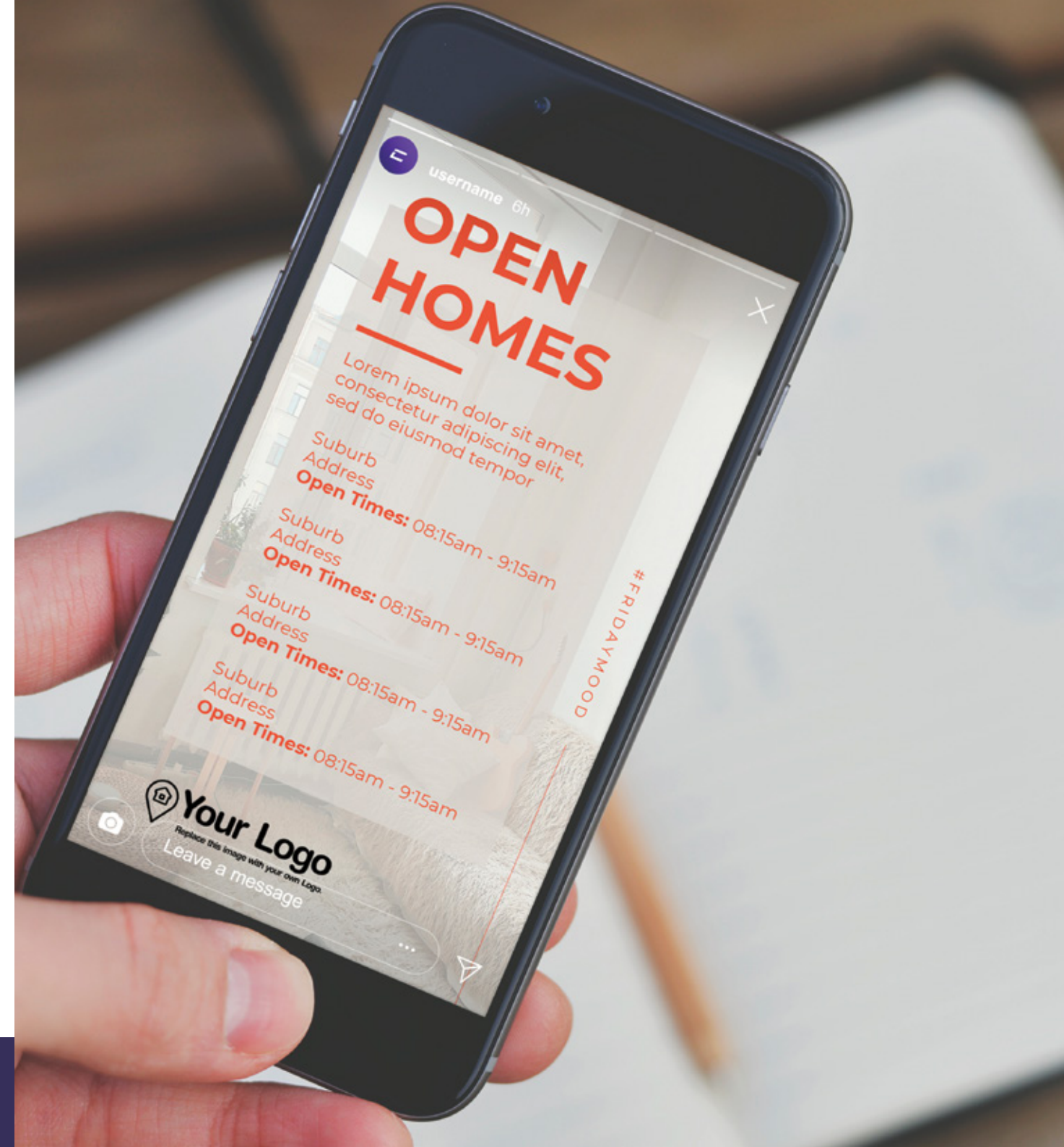
Formatted for Instagram stories .jpeg high resolution art

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the SOCIAL MEDIA Category

MARKETING STRATEGY AND APPLICATION

Many agents are building popular Instagram profiles with informative and relevant content. An Instagram story featuring your Open Homes for the coming week or weekend is a great way to spread the news and build your local authority as the go-to agent in your area.



OPEN HOME FACEBOOK POSTS

WHAT IS IT?

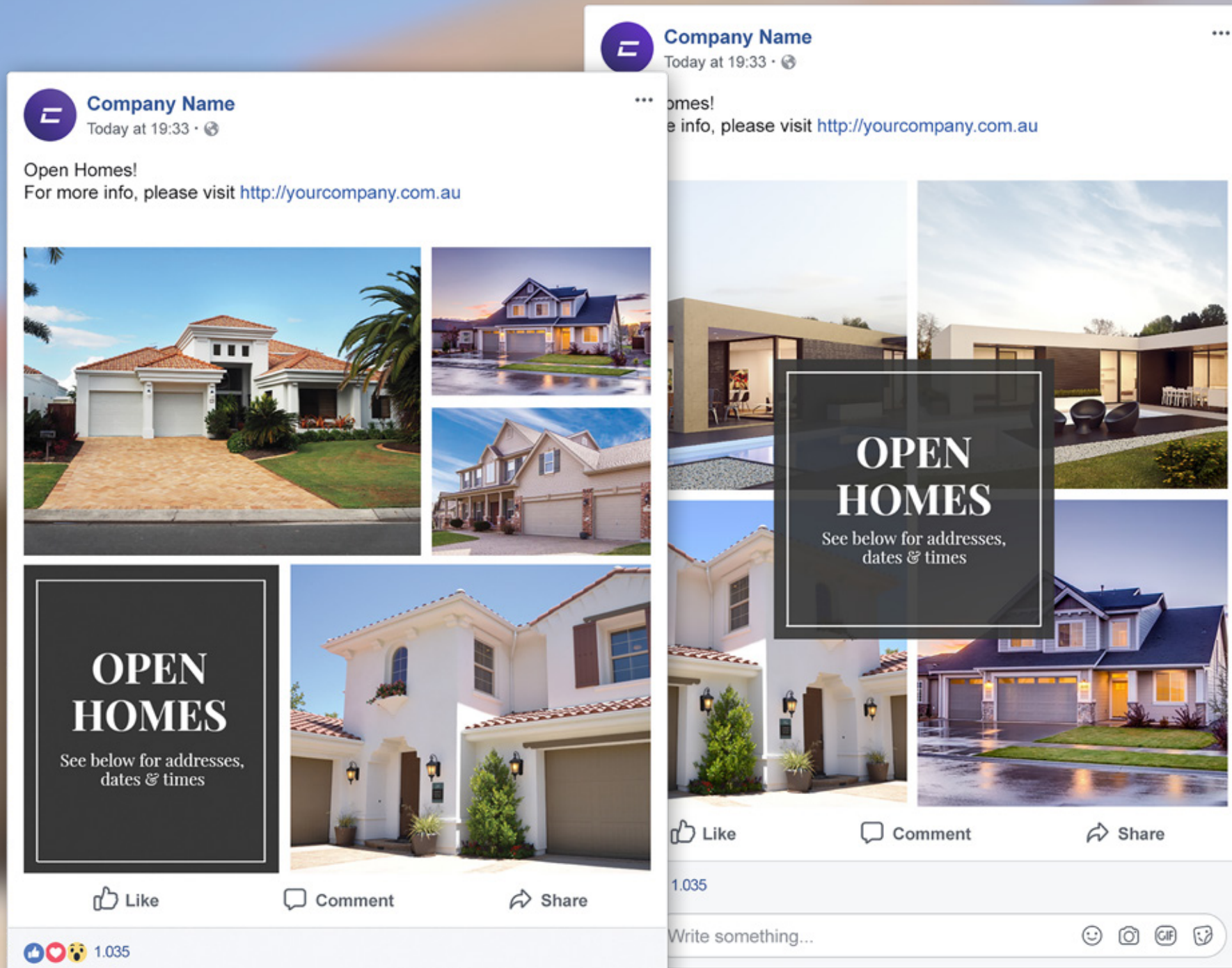
Facebook Post

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Top Jigglar agents make a habit of promoting their weekend opens from Wednesday through the weekend. It tells people you're active and out there delivering the best possible solution for home sellers. Our suggestion is to customize a dynamic template and use the same format each time. Repetition creates familiarity and reinforces your personal brand.



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FOR SALE FACEBOOK POSTS

WHAT IS IT?

Facebook Post

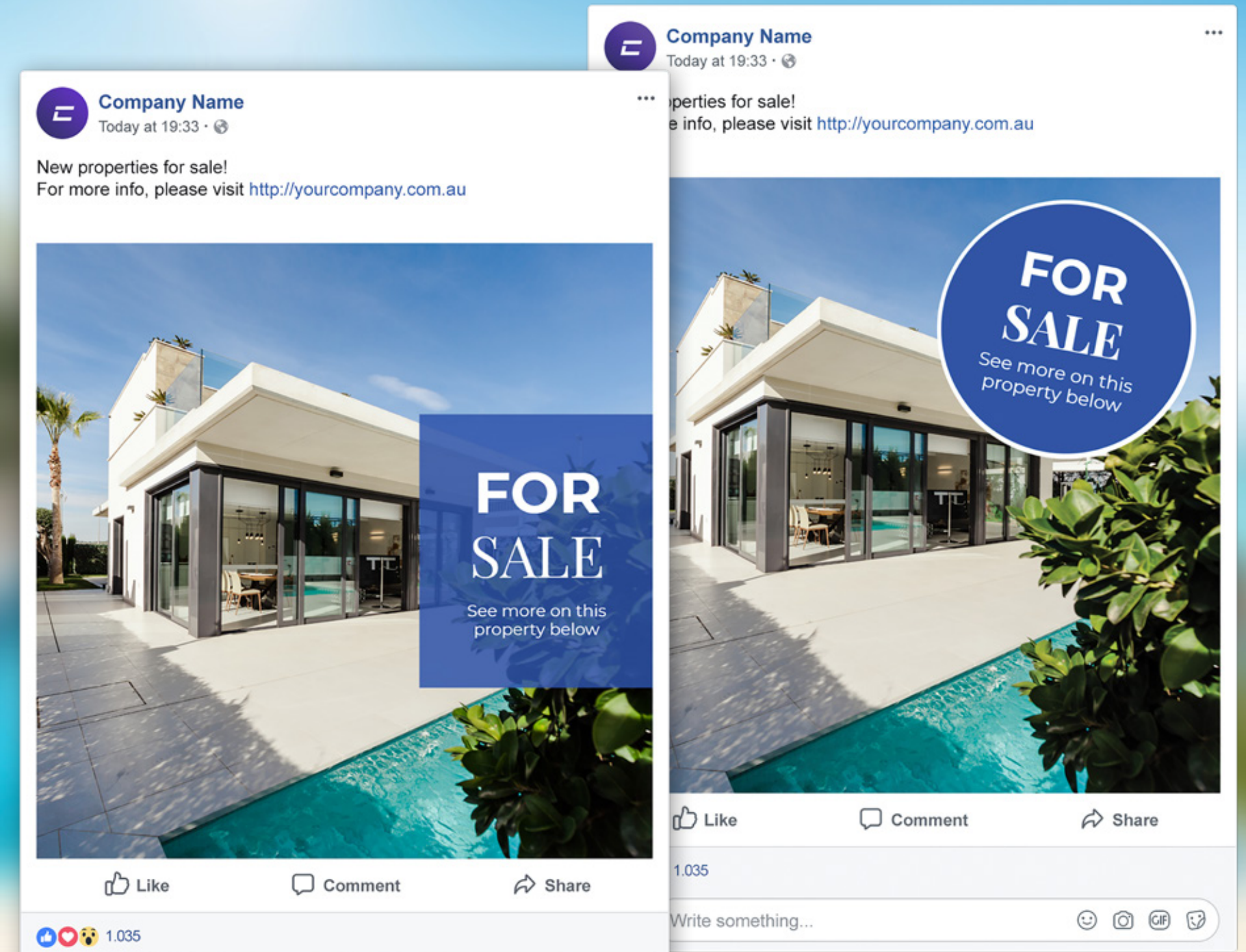
WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Promoting and even boosting a current listing on Social Media is one of the most high-impact marketing positions you can take. A real listing is social proof you are a trusted opinion in your area and other sellers will notice that.

Download & edit this template with Jigglar. Get your free account at jigglar.com



THE VENDOR/CLIENT REPORT

WHAT IS IT?

1 page, 1 sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

An informative infographic that quickly connects with potential sellers and established clients. Distribute into your patch, include in your Open Home pack and print off extras to include at your listing presentations to show your clients.



JUST LISTED FLYERS

WHAT IS IT?

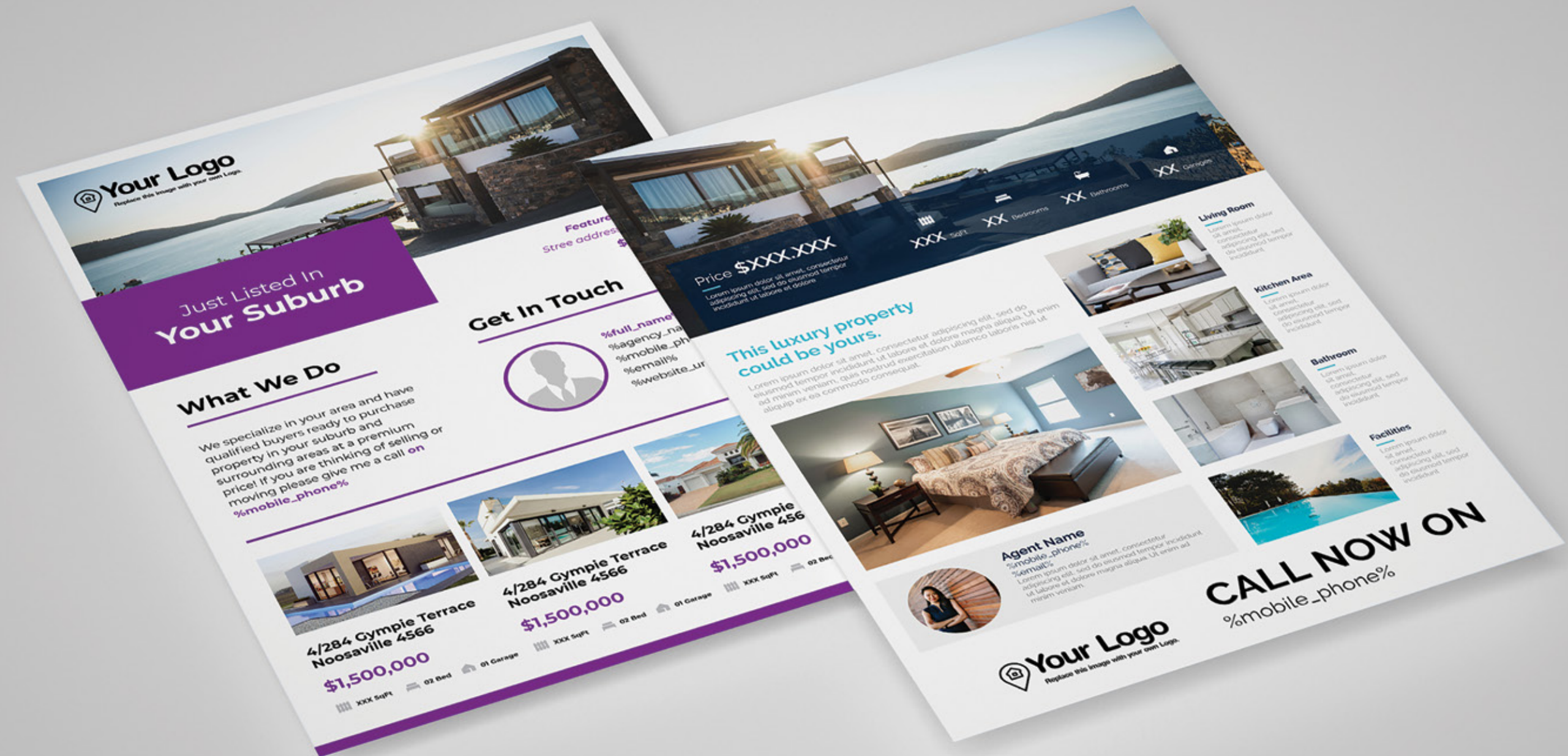
Various sizes. Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the JUST LISTED Category

MARKETING STRATEGY AND APPLICATION

Nothing says credibility like a local sale. It's human nature to follow others with similar needs. Just Listed flyers work because they are BIG news in any neighbourhood but especially to potential sellers. Jigglar agent feedback suggests getting 500 to 1000 out into your patch BEFORE your sign goes up. They are a valuable door-knocking weapon as well because you have something of genuine interest to tell owners in your area.



SELLING (YOUR SUBURB) PROPERTY NEWSLETTER

WHAT IS IT?

4 Page 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

This 'info heavy' 4 page newsletter is a firm favourite with Jigglar agents and the perfect marketing piece to reach out and engage potential property sellers in your area. It quickly showcases your local knowledge and is ideal as a monthly marketing addition. Bulk print and distribute into your farm area and include as part of our open home pack and pre-listing kit.



11

YOUR TOWN. YOUR REPORT

WHAT IS IT?

Doubles sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

One of our most popular newsletter style flyers. Make it look amazing with your colors and images of local scenes or what your area is famous for. Sales evidence with images on the back reflects local knowledge and marketing skills plus credibility and experience.

Download & edit this template with Jigglar. Get your free account at jigglar.com



LISTING PRESENTATION

WHAT IS IT?

25 Page Presentation Booklet

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

This is the actual listing presentation Jigglar co-founder Aaron Shiner used to earn more than \$100,000 a month in commission.

It's a collection of proven ideas and strategies designed to position the presenter as the real estate authority. It takes the seller easily and naturally through the process with a great closing sequence. It's a Jigglar template so everything is editable.



09

PROPERTY SNAPSHOT/ SUBURB PROFILE

WHAT IS IT?

One sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Ideal as a flyer drop into your patch, as part of your Pre-Listing Kit or a handy and relevant giveaway at Open Homes. This attractive infographic quickly and easily communicates the leading key property numbers in your area endorsing you as the local and knowledgeable real estate authority.



THE ULTIMATE SELLER TO-DO LIST

WHAT IS IT?

Four page 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

You can either leave this with your seller following your listing presentation (regardless of the outcome) or use it as another follow up contact reason. Again, it shows you know what you're doing and another way to help your potential client achieve the best result.



07

THE SELLING ROAD MAP

WHAT IS IT?

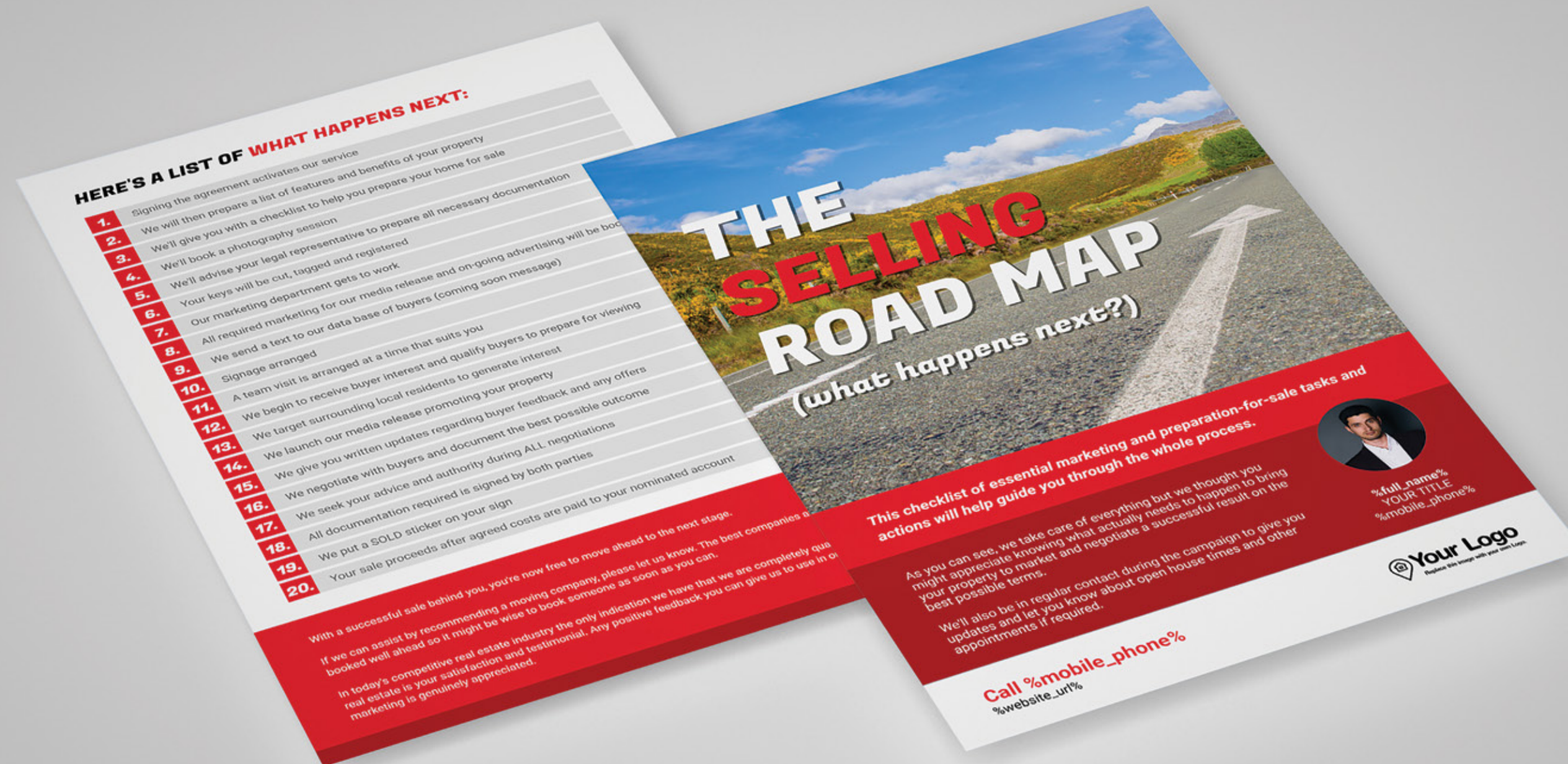
Double sided 8 X 11 or A4 Color Flyer

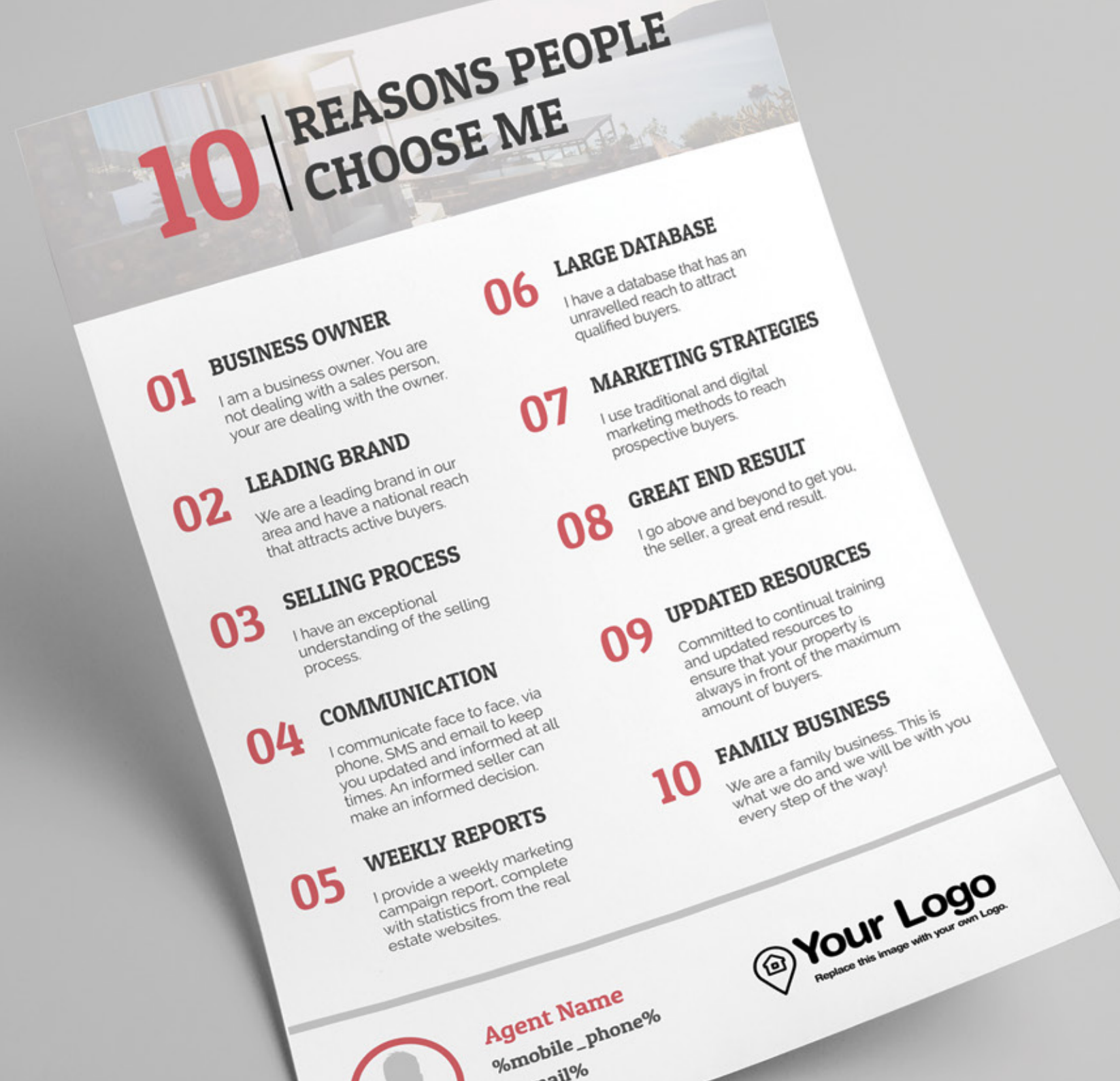
WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

You went to the listing and delivered an awesome presentation but the sellers “Want to think about it” ...that’s where your Selling Road Map comes in. It clearly shows you are ready to get your client a top result and you have the plan in place to make it happen. It’s a great ‘excuse’ to drop by with something relevant without being pushy or salesy.





06

10 REASONS PEOPLE CHOOSE ME

WHAT IS IT?

Single sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Larger headings (almost bullet points) and minimal copy make it easier to read and quickly communicate your skill set and expertise.

05

HOW TO SELL FOR THE HIGHEST POSSIBLE PRICE & SELLING BLUEPRINT

WHAT IS IT?

4 page 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

This popular 4 page flyer takes your seller 'gently' through the whole selling process. Feedback from Jigglar agents is that sellers appreciate a better understanding of what lies ahead and makes it easier to encourage a price reduction where necessary.



Download & edit this template with Jigglar. Get your free account at jigglar.com

THE CLIENT QUESTIONNAIRE

WHAT IS IT?

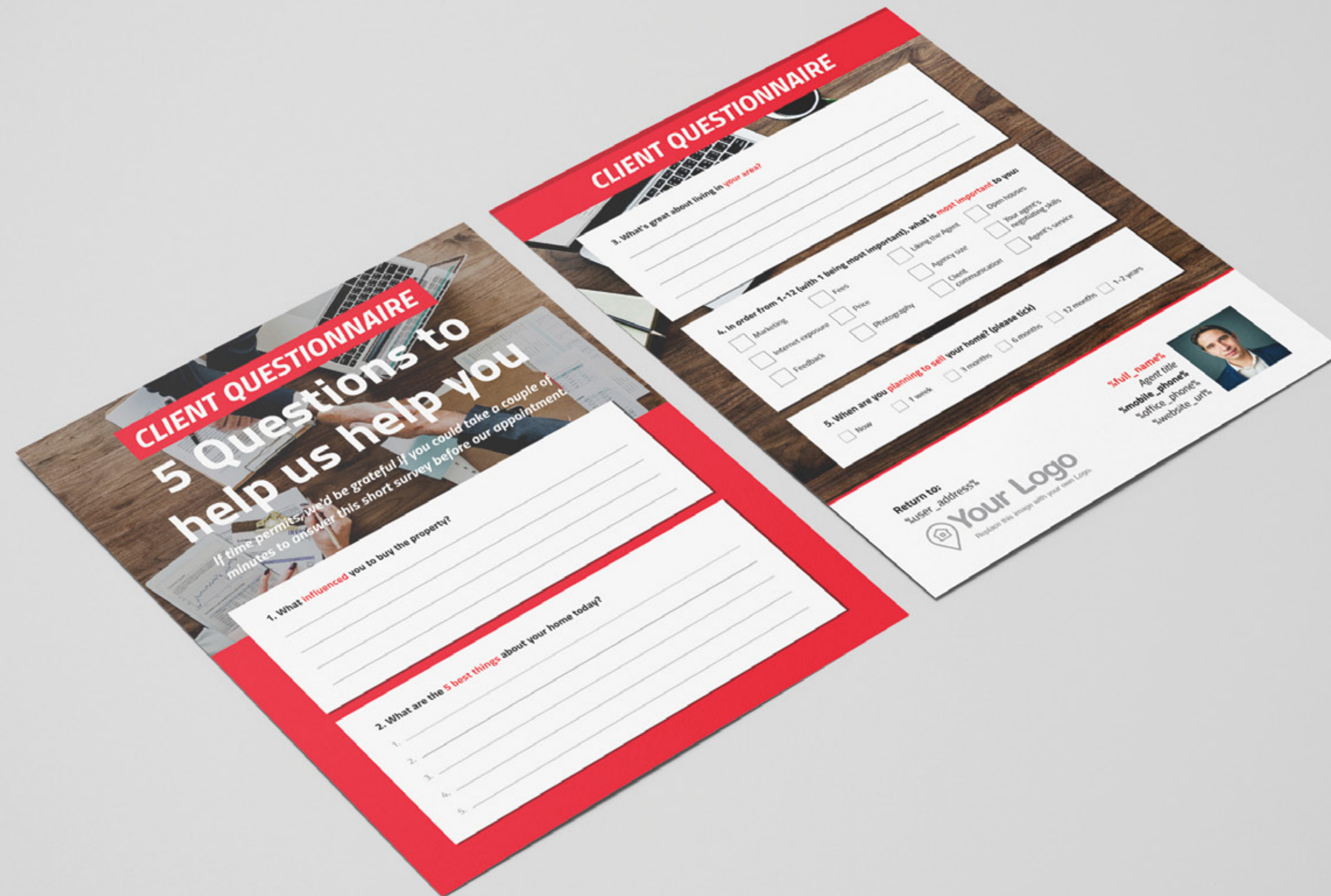
Double sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Include your customized Client Questionnaire as part of your pre-listing kit... and here's a clue; When you arrive for your listing presentation and the questionnaire is completed, then chances are they're selling! The answers offered are also great conversion starters and will give you a lot more information.



03

THE PRE-LISTING KIT FLYER

WHAT IS IT?

Four page 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Anything you can do prior to meeting a potential seller and delivering your listing presentation is going to boost your chances of winning the listing.

Take a look at the Pre-listing Kit Flyer. By combining a measured amount of copy and images your potential client will not be overwhelmed with too much 'work' to understand what you offer and why you're an obvious choice to represent them.

The last pages provides a strong call-to-action with a simple proposal question supported by testimonials.



SMS INSTANT MARKET UPDATE

WHAT IS IT?

This flyer invites property owners to reach out and request a property value update via text

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Create your flyer and print it off then distribute into your patch.



01

IMPORTANT NOTICE FLYER (VERSION 1 & 2)

WHAT IS IT?

Single sided 8 X 11 or A4 Color Flyer

WHERE DO I FIND IT IN MY JIGGLAR ACCOUNT?

Under the GET LISTINGS Category

MARKETING STRATEGY AND APPLICATION

Have you noticed when a property comes on to the market, others in the area often follow? That's why the Important Notice flyer works so well and is one of our most popular templates.

1. Wait a week or 10 days after one of your competitors has started to market a property
2. Distribute a few hundred around the other agent's listing making sure each Street name is used in the flyer heading
3. Watch this video for full instructions





Download & edit all of these
templates with Jigglar.

**Get your free account now
at jigglar.com**