Integrating into Real Estate Office Newsletters

Integrating into a Real Estate Office Newsletter is a fantastic opportunity to add value to your Real Estate Office and reach more potential customers.

If you are given the opportunity to feature in the Real Estate Office newsletter, here's what you need to know / ask...

What type of content will you be including in the Newsletter?

- A simple promo banner only within an existing Newsletter
    - Image only that links through to a PDF, digital flipbook, campaign, webpage or contact me page
- Feature Article within an existing Newsletter
    - Image and short text – this could link to a PDF, digital flipbook, campaign, webpage or contact me page
- Full LJHHL Newsletter Content
    - Header image, full body of text, links to contact you for more information or link to flipbook/webpage

Choose the topic / messaging you would like to include:

- Has the Real Estate Office asked for a specific topic?
- Is there a LJHHL Blog Article which is relevant?
- Check out ActivePipe for articles that might be relevant *(ActivePipe users only)*

Some Examples below

- Home Loans Lending Specialist Introduction
- Building / Construction Finance
- Tips to help get a home loan if you're self-employed
- What can a Bridging loan do for you?
- Cut costs by refinancing your home loan
- What can a Bridging loan do for you?
- SMSF Home Loans
- Low Deposit Home Loans
- Portfolio| Equity Newsletter
- Home Loan Health Check Newsletter
- Refinancing / Cutting Costs
- How can we help you? (Product/features email)
- First Home Buyer information
- Rentvestors
- Solar | Green Home Loans

If you can't find what you are looking for, please speak to your State Manager or Shannon

Once you have chosen a topic/messaging, and have confirmed the type of content required, you will need to find out the below information:

- What CRM the office is using ?
- What size does the imagery need to be?
- What deadline do they need it by?
- Is this ongoing or a one off?
- Are there any restrictions around content that you should be aware of?
- Can you get an example of a previous newsletter so you can get a feel for layout etc.

Once you know the answers to the above questions, you can then start to collate the materials required for the Newsletter.

If you require a custom banner or imagery, please contact with Shannon to help you get this designed. Please also reach out to your Franchise Support Team if you need any assistance with messaging and finding the right content.