



We make it easy for our agents to build thoughtful, long-term relationships with their sphere through content that is both dynamic and relevant.



TURN-KEY MONTHLY NEWSLETTER

Home Update is Windermere's exclusive and affordable full-color printed monthly newsletter, with timely real-estate-related articles and tips, a regional home pricing guide, and the ability for agents to customize it with their own comments, photo and contact information. Agents can schedule the whole year in advance or only certain months, and they can change or cancel their order any time prior to the monthly deadline. It's an easy set-it-and-forget-it marketing touch point to stay top-of-mind with contacts.

AUTOMATED PROPERTY MARKETING

Automated property marketing makes marketing new listings faster and easier by automatically creating a "Just Listed" postcard of each new listing, using photos and data from the MLS. When agents receive the email notification that their postcard is ready, they just review the proof, select a geographic radius list from the mailing options, and click to send their postcards if desired. "Just Sold" postcards are also offered in regions where the MLS permits sharing that data.

PHOTO INTEGRATION

Windermere partners with top photography companies that are also integrated with our Custom Xpress direct marketing storefront. So, instead of taking time to download their listing photos and upload them to the platform, agents can simply enter their listing address or MLS number to access their photos directly from their direct marketing template.

MONTHLY MARKET REPORT EMAIL

Neighborhood News is Windermere's automated monthly email that helps clients stay up-to-date on the real estate market that matters to them. It's personalized with the agent's photo and contact information, and integrated with Windermere's Moxi Engage system so subscribing new clients is easy. It helps agents stay top-of-mind with their sphere, and is a great tool for attracting new business in lead generation marketing.

AUTOMATED BIMONTHLY POSTCARD PROGRAM

The Auto-Flow program automatically sends a postcard every other month to the agent's mailing list of choice. It's available in two themes, and agents can sign up for one or three years at a time and even add a birthday or home anniversary card for select contacts if desired. With the agent's photo and contact info included on each card, it's a great way to keep in touch with minimal effort.