

AGENT GUIDE

To Connect with Your Community

by closing with REALgratitude™

As a real estate agent, you have the unique opportunity to make a positive impact on the community with each home sale. By partnering with REALgratitude™, you not only help clients buy or sell homes, but you also become part of a greater purpose—giving back to the neighborhoods you work in. Here's a guide on how to leverage your resources to make a difference while building your brand and business.



Leverage Open Houses to Support a Cause

Use open houses as more than just a marketing tool—they can be a platform for community engagement. By partnering with a local non-profit, you can invite neighbors and attendees to bring donation items to the open house. This gives you a chance to meet potential clients, strengthen your ties to the community, and show that you care. With REALgratitude™, we have scripts for doorknocking prior to the Open as well as CRM follow-up templates.

Pro Tip: Reach out to a local business to sponsor the event, offering incentives for those who donate. This not only draws more attendees but also helps you build relationships with local businesses and boost their business.



Highlight the Charity Angle on Socials

Use your social media platforms and email lists to spread the word. Share stories about the non-profits you're working with and how the community can participate. This helps to organically build your following and strengthens your reputation. At REALgratitude™ we offer coaching, audits and templates to our agents to make social media a breeze.



Build a Post-Sale Legacy with Your Clients

After closing a deal, stay involved with the buyer by offering them opportunities to give back. Through REALgratitude™, you can help them connect with a local non-profit or charity at any time they are looking to donate. For new buyers, it could be as simple as organizing a donation drive or helping them host a welcome event for neighbors, with proceeds or items going to a local cause.

Pro Tip: Follow up with clients post-sale by keeping them in the loop with community events, client appreciation parties or charitable opportunities that arise. Be willing to pick up donations for them at any time. Not only does this build long-term relationships, but it also reinforces the positive impact your work has on the community.



Create a Network of Ethical Investors

If you're working with investors, prioritize those who share your values. Have them commit to working with REALgratitude™ upon real sale of the home not only ensuring your Seller leaves a legacy by helping a non-profit of their choice, but also ensuring that you get to list the resale. When you introduce investors to opportunities that align with REALgratitude's mission, you position yourself as a leader in ethical real estate practices.

Pro Tip: Vet your investor partnerships carefully. Working with investors who care about community welfare builds your credibility and ensures your professional relationships contribute to long-term community improvement.



Host Networking Events for a Cause

Bring together local business owners, potential buyers, sellers, and other agents by hosting a networking event with a charitable twist. This could be a community mixer where a portion of the proceeds benefits a non-profit, or a holiday drive where attendees bring donations. These events allow you to grow your network while reinforcing your commitment to making a difference.

Pro Tip: Keep it simple but impactful. Focus on one cause per event, and make sure the community sees you as the agent who combines business with social good.

Join the REALgratitude MOVEMENT

By using your resources as a real estate agent to give back, you not only enhance your career but also leave a meaningful impact on the community. REALgratitude helps you make this shift effortlessly, positioning you as a leader who not only closes deals but builds communities.

Why Join the MOVEMENT?

Elevate your brand by aligning with a purpose-driven movement.

Strengthen relationships with clients by offering unique, impactful experiences.

Build goodwill and loyalty within the communities you serve.

Work with REALgratitude™

We make connecting with your neighbors a breeze.

Learn how to maximize your business in a way that benefits everybody. Reach out to us for more info.



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