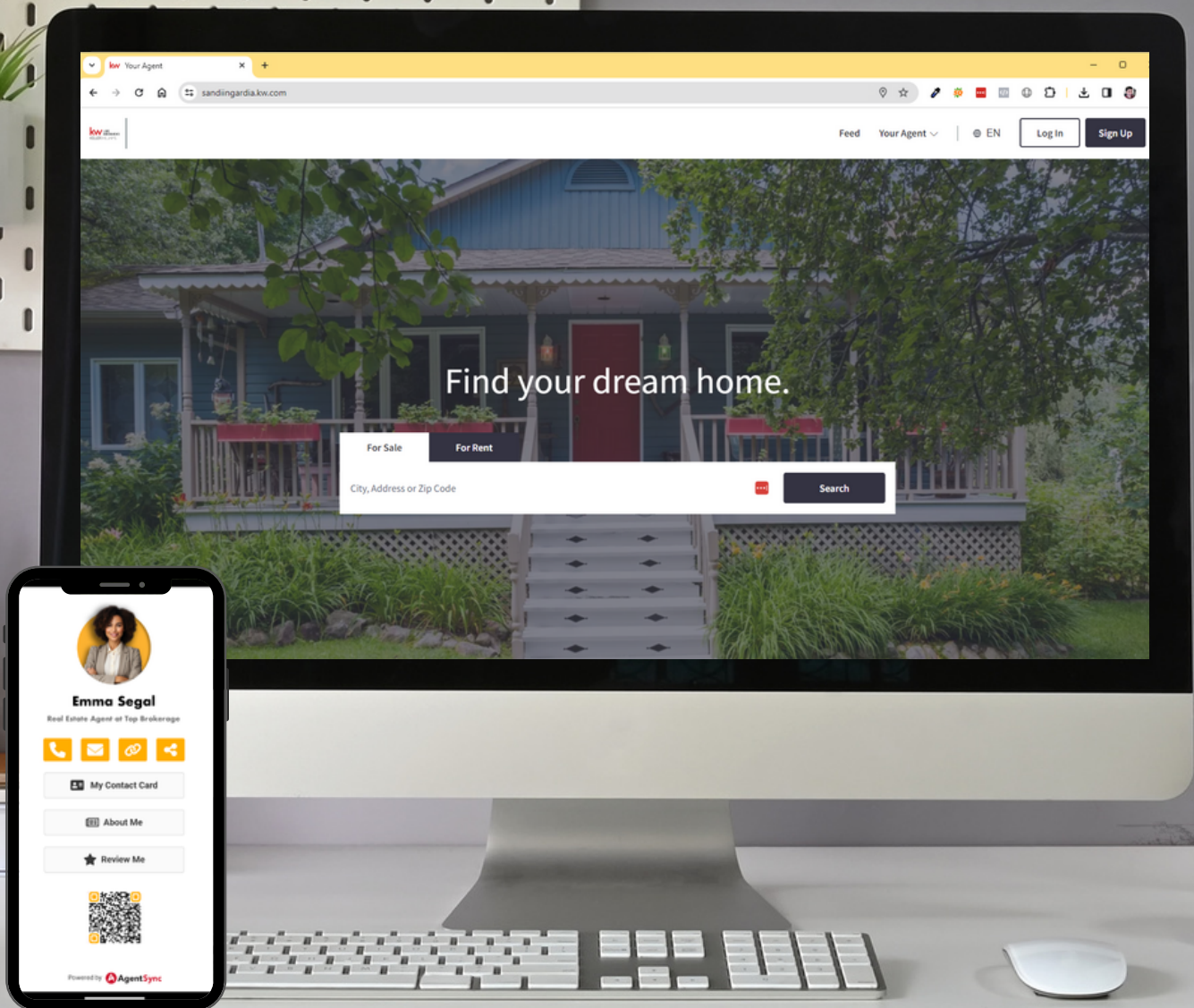


# BRANDING AND MARKETING MENU



**BRANDING  
GUIDELINES  
AND DESIGN TEMPLATES**

---

## BRANDING: WHAT IS IT?

Your real estate company will need to be branded in order to stand out, attract clients, and instill trust with potential clients.

How do you want to represent yourself to the public? Do you want to specialize in commercial real estate or home sellers? If you haven't already thought this through, give it some thought and follow this section.

We've included helpful information such as: marketing definitions, compliance guidelines, design templates, recommended vendors, and more.



## HELPFUL TERMS

**Branding:** The promotion of a product or company by advertising and distinctive design.

**Logo:** A symbol or other design adopted by an organization to identify its products, services, uniform, vehicles, etc.

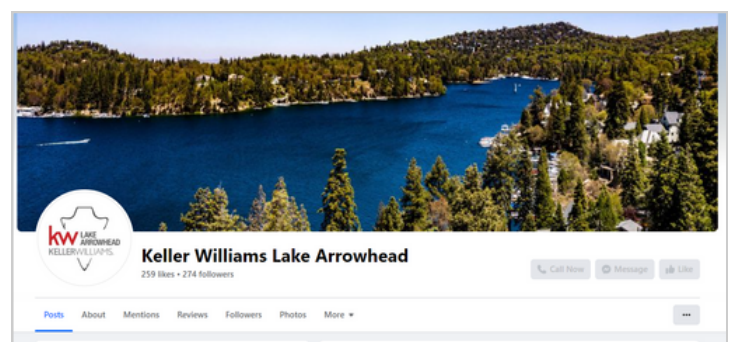
**Brand Strategy:** A long-term strategy behind how a brand will present itself to customers, often fluid and open to changes based on analytics.

**Online Profile:** An account on a site which displays the user's information, media (photos, videos, etc.), personal messages, text, and more and is often called a "profile" or a "page".

**Social Media:** Websites and apps that enable users to create and share content and/or participate in social networking. *Examples: Facebook, Instagram, TikTok, Pinterest, Yelp.*

**Cover Photo:** The "main" image on your social media profile. Often the largest image at the top of a profile or page on social media platforms like Facebook, LinkedIn, or Instagram.

Example of a Cover Photo on a Facebook Page





# BRANDING: DRE ADVERTISING GUIDELINES

Your branding will need to follow the CA Department of Real Estate Guidelines.

[Please review the full guidelines here](#)



## ADVERTISING GUIDELINES

### You MUST Include:

- Your licensed name.
- Your license number.
- The name of your responsible broker name.

### These rules apply to:

- **Printed Materials:** business cards, flyers, handouts, newspapers, magazines.
- **Electronic Media:** website, social media posts, text messages, telephone calls, email signatures, television, radio, cinema, streaming video/audio.
- **Promotional Events,** including open houses.
- **Advertising:** Billboards, signs, online ads.

958 Lucerne Dr  
Lake Arrowhead, CA  
4 Beds, 3 Bath  
2615 SqFt  
**\$989,900**

**OPEN HOUSE**  
Sunday, September 11  
11am - 2pm

Shown by:  
**Allyson Stapleton**  
DRE #02153088  
719.439.7190  
socialrealtorallyson@gmail.com

**kw** LAKE ARROWHEAD  
WILLIAMS REALTY  
Each office is independently owned and operated

Listing Courtesy of:  
Christine Williams, DRE #01770922  
CRMLS #RW23130767

The agent name and license number are clearly visible.

In this case, Allyson is not the listing agent so the listing agent is called out with their name and license number.

The brokerage is identified with the official KW logo.



## BRANDING: KW BIG BEAR/LAKE ARROWHEAD GUIDELINES

Update your online profiles and marketing materials with your new brokerage logo and colors. If you have an existing logo that defines your brand or individual business, keep using it! Just make sure that you're also using the official and unedited version of one of our logos and you stick with the following KW guidelines:

### Keller Williams Big Bear / Lake Arrowhead Guidelines

- Your name must appear BEFORE the Keller Williams Logo.
- Keller Williams logo MUST appear.
- Your Name MUST be included - you may NOT use Keller Williams alone.
- Your DRE # must be included. Broker DRE # is optional.
- You must include the disclaimer: "Each office is independently owned and operated."



#### Email Signature, Social Media, and Website:

Use either the **Big Bear / Lake Arrowhead** or the **Lake Arrowhead** version.



#### On Dark or Patterned Backgrounds

On dark backgrounds or multi-colored backgrounds, use the white logos.

## **BRANDING: KW LUXURY GUIDELINES**

The Keller Williams Luxury status gives luxury agents unique advertising and promotion opportunities. Make more connections and take advantage of market data and the largest international pool of luxury agents.

### **KW Luxury Guidelines**

- You must have at least four (4) luxury closings in the last 24 months.
- Luxury Listings are any home above \$1,000,000 (in San Bernardino County).
- You may **ONLY** use the Luxury logos on luxury homes. For instance, do not use the luxury logo on a home listed at \$600,000.



KELLERWILLIAMS  
*Luxury*

#### **Gold Luxury Logo**

This is the primary logo in the original colors. Use on white or light backgrounds.



KELLERWILLIAMS  
*Luxury*

#### **On Dark or Patterned Backgrounds**









On dark backgrounds or multi-colored backgrounds, use the white logos.

## **BRANDING: UPDATE YOUR ONLINE PROFILES**

Don't leave incorrect or old information. This can confuse your existing clients and you could miss out on potential sales. Make sure you update each one of the below profiles. We'll help you with branding and getting all of the profiles corrected!

### **Online Profile Checklist**

Use this checklist to keep track of your profiles. You're not done until every single one is checked! Contact your Director of Agent Services for help.

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Your Website:</b> If you don't have one, claim your free KW site.                | <input type="checkbox"/> <b>Your Email Signature:</b> Remember to edit your mobile signature too.                                    |
| <input type="checkbox"/>   | <input type="checkbox"/>                          |
| <input type="checkbox"/>  | <input type="checkbox"/>                         |
| <input type="checkbox"/>  | <input type="checkbox"/>  <b>Google Business</b> |
| <input type="checkbox"/>  | <input type="checkbox"/>  <b>Instagram</b>       |



## BRANDING: CHANGE YOUR EMAIL SIGNATURE

We recommend making an email signature with an email signature generator site. An image might not display correctly on all devices, and can only include one link. Go to one of the websites below and create a free account to make your email signature.

<https://www.wisestamp.com>

<https://www.hubspot.com>

<https://mysignature.io>


We can also create an image version of a signature for you. Below are a couple of samples.

Version 1

**Full Name**  
Title / DRE #1234567

---

📞 123-456-7890  
✉ hello@kw.com  
📍 42149 Big Bear Blvd  
Big Bear Lake, CA 92315



**kw** BIG BEAR/  
LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

Each office is independently owned and operated.

Version 2

*Full Name*  
REALTOR | DRE #1234567

123.456.7890  
agentemail@kw.com  
28200 Hwy 189, Ste #F150  
Lake Arrowhead, CA 92352



**kw** LAKE  
ARROWHEAD  
KELLERWILLIAMS. REALTY

Each office is independently owned and operated.

# BRANDING: CHOOSE YOUR COVER PHOTO

Choose from one of our pre-made templates for your social media profiles. These can be used on your Facebook page, LinkedIn profile, and Twitter profile.

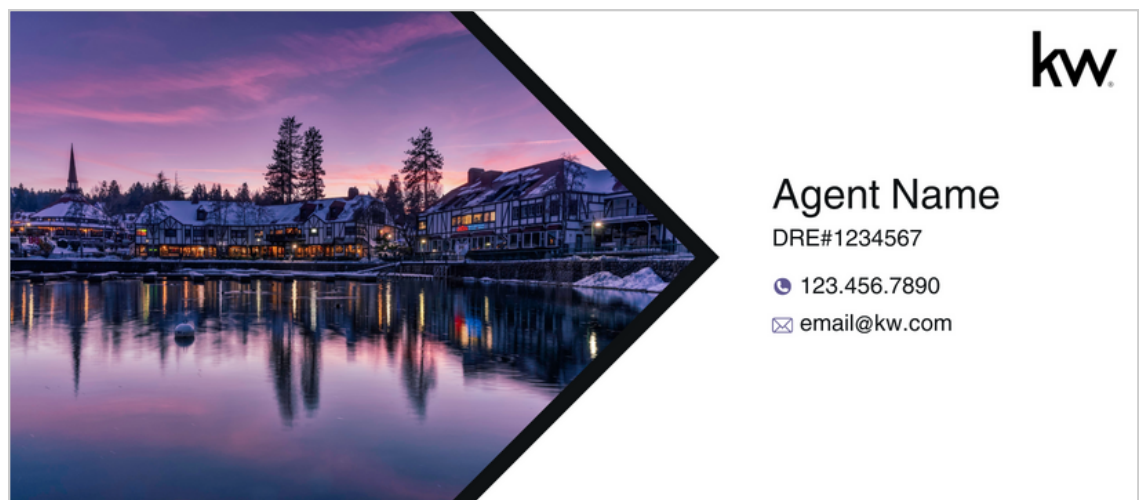
Version 1



Version 2



Version 3



# BRANDING: CHOOSE YOUR BUSINESS CARDS

Choose from one of our pre-made templates for your new business cards. Use one of our templates and the design and layout is free. Once the design is done, order your business cards from one of our preferred vendors or use your own source.

Version 1



Version 2



Version 3



## Pricing\* for Standard Business Cards

16pt (most common thickness), full color both sides, UV Gloss coating or Matte coating (both sides).

Quantity	Price
100	\$28.00 (+tax)
250	\$35.00 (+tax)
500	\$42.00 (+tax)

\*Pricing from our preferred vendor, RoxxiStudios. You can print anywhere else. Just request your free design! Shipping charged separately.



# BRANDING: CHOOSE YOUR "FOR SALE" SIGNS

Version 1



Version 2



Version 3



Version 4



## Pricing for Signs

6mm (extra thick coroplast), full color both sides, includes standard h-stakes, plastic h-stakes, and/or grommets.

## Additional Options

Material: PVC, Aluminum, Magnets

Coating: Reflective, Anti-Graffiti

Quantity	Price
1-3	\$45.00 ea. (+tax)
4-9	\$35.00 ea. (+tax)
10-19	\$28.00 ea. (+tax)

\*Pricing from our preferred vendor, RoxxiStudios. You can print anywhere else. Just request your free design! Shipping charged separately.

# BRANDING: CHOOSE YOUR "OPEN HOUSE" SIGNS

Version 1



Version 2



Version 3



Version 4



## Pricing for Signs

6mm (extra thick coroplast), full color both sides, includes standard h-stakes, plastic h-stakes, and/or grommets.

## Additional Options

Material: PVC, Aluminum, Magnets

Coating: Reflective, Anti-Graffiti

Quantity	Price
1-3	\$45.00 ea. (+tax)
4-9	\$35.00 ea. (+tax)
10-19	\$28.00 ea. (+tax)

\*Pricing from our preferred vendor, RoxxiStudios. You can print anywhere else. Just request your free design! Shipping charged separately.



KELLERWILLIAMS  
*Luxury*

**1388 SEQUOIA DR  
LAKE ARROWHEAD, CA 92352**



**\$899,000**

**4 BEDS, 2.5 BATHS, 2,126 SQFT**

Welcome to an enchanted treehouse in the mountains of Lake Arrowhead, with a recent \$500k remodel done in 2023! This home defines the term "turnkey" and is sold fully furnished with EVERYTHING you see in the pictures & walkthrough. Walking in, you are greeted with an open concept floor plan, exposed wood beams, and an abundance of natural light throughout.

The kitchen features butcher block counters and SS appliances and overlooks the dining area, which leads to your expansive deck.

**COMES WITH LAKE RIGHTS**



Listing Courtesy of: Monica Minich, DRE #01208567  
Kara Katz, Equity Union

Shown by:  
**Laurie Gomes**

*Monica Minich*  
Keller Williams

**kw** LAKE ARROWHEAD



**MARKETING MENU**

**FREE SERVICES**

**PAID UPGRADES**

---

# MARKETING MENU

FREE SERVICES

A variety of marketing services are available to you for free. Need something? Just ask. We are here to support your real estate business any way we can!



**745 OAKMONT LN  
LAKE ARROWHEAD, CA**

**\$429,000**

3 BEDS | 2.5 BATHS | 1,080 SQFT

Welcome to your dream mountain cabin retreat! This charming home offers 3 bedrooms, 3 bathrooms, and off street parking! On the main level you will find the living room with access to the upper deck, main kitchen, and half bath. The lower level contains the third bedroom with walk-in shower and laundry, third bedroom that could also be converted to a game room or office, and access to the lower deck where you can enjoy the stunning forest views.

Shown by:  
**Allyson Stapleton**  
DRE #02153088  
719.439.7190  
socialrealtorallyson@gmail.com

*Monica Maick*  
DRE #01000799

kw LAKE ARROWHEAD KELLERWILLIAMS REALTY  
Each office is independently owned and operated.

MLS All information provided is deemed reliable, but is not guaranteed and should be independently verified.

Listing Courtesy of: Faith Matlock, DRE #02034421 / CRMIS #9W23205493



**JUST CLOSED**

3 Beds | 2 Baths  
1,838 Sq Ft

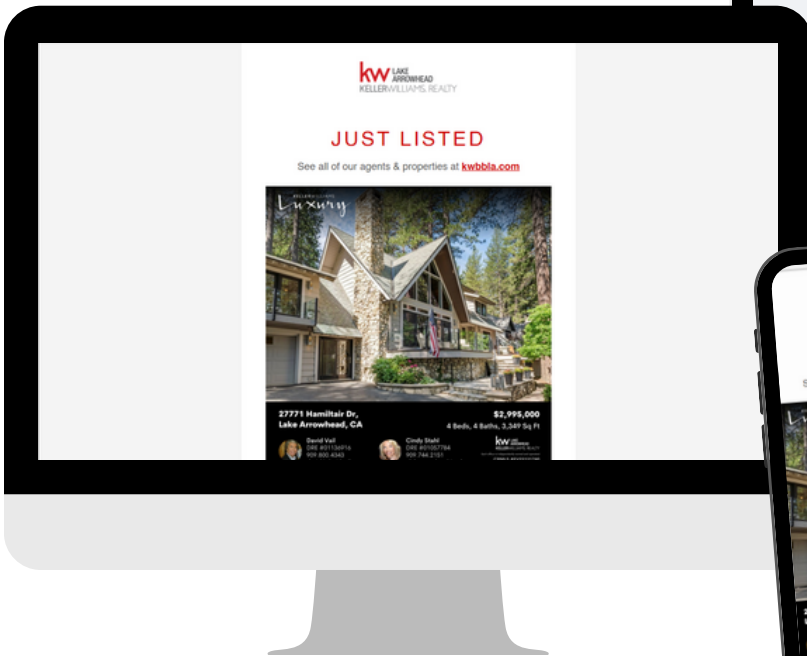
kw LAKE ARROWHEAD KELLERWILLIAMS REALTY  
Each office is independently owned and operated. CRMIS #9W2398503



**Happy 4th of July**

Agent Name  
Contact Information  
(909) 123-4568

kw LAKE ARROWHEAD KELLERWILLIAMS REALTY



kw LAKE ARROWHEAD KELLERWILLIAMS REALTY

**JUST LISTED**

See all of our agents & properties at [kwblba.com](http://kwblba.com)

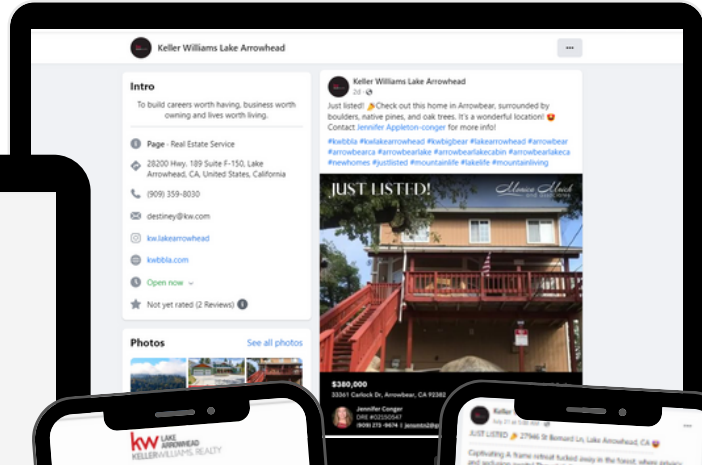
**27771 Hamillair Dr,  
Lake Arrowhead, CA**

**\$2,995,000**

4 Beds, 4 Baths, 3,247 Sq Ft

David Vail DRE #01154074  
Cindy Stadel DRE #01154074

kw LAKE ARROWHEAD KELLERWILLIAMS REALTY



Keller Williams Lake Arrowhead


Intro  
To build careers worth having, business worth owning and lives worth living.

Page - Real Estate Service  
28200 Hwy. 189 Suite F-150, Lake Arrowhead, CA, United States, California  
(909) 359-8030  
destiney@kw.com  
kw.lakearrowhead  
kwblba.com  
Open now

Photos  
See all photos

3380,000  
3361 Outlook Dr, Arrowhead, CA 92302  
Jennifer Conger DRE #01000799  
(909) 712-9614 | jconger@kw.com

JUST LISTED! #27946 St Bernard Ln, Lake Arrowhead, CA  
Captivating & home retreat tucked away in the forest, where privacy and relaxation await! Thoughtfully crafted design with the perfect blend of vintage and modern, culled by Keller Williams Luxury Agent Christine Williams. DRE #01177822  
#Kwblba #LakeArrowhead #HighGear #KwArrowhead #Arrowbear #Arrowhead #ArrowheadLake #ArrowheadLakeCA #ArrowheadLake #Arrowhead #JustListed #MountainLife #MountainLiving



kw LAKE ARROWHEAD KELLERWILLIAMS REALTY

**JUST LISTED**

See all of our agents & properties at [kwblba.com](http://kwblba.com)

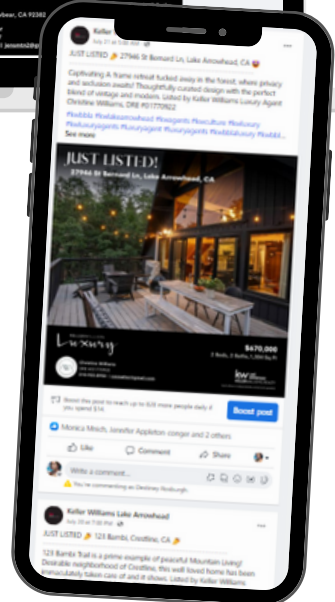
**27771 Hamillair Dr,  
Lake Arrowhead, CA**

**\$2,995,000**

4 Beds, 4 Baths, 3,247 Sq Ft

David Vail DRE #01154074  
Cindy Stadel DRE #01154074

kw LAKE ARROWHEAD KELLERWILLIAMS REALTY



kw LAKE ARROWHEAD KELLERWILLIAMS REALTY

**JUST LISTED!**

**27946 St Bernard Ln, Lake Arrowhead, CA**

**\$470,000**

3 Beds, 2 Baths, 1,838 Sq Ft

kw LAKE ARROWHEAD KELLERWILLIAMS REALTY

See the post through to get more people who it you opened it.

Monica Maick, Jennifer Appleton-conger and 2 others

Like Comment Share

Write a comment

Keller Williams Lake Arrowhead  
See all 160 photos

JUST LISTED #121 Bamba, Crestline, CA  
121 Bamba Trail is a prime example of peaceful Mountain Living! Desirable neighborhood of Crestline, this well loved home has been meticulously taken care of and it shows. Located in the heart of the

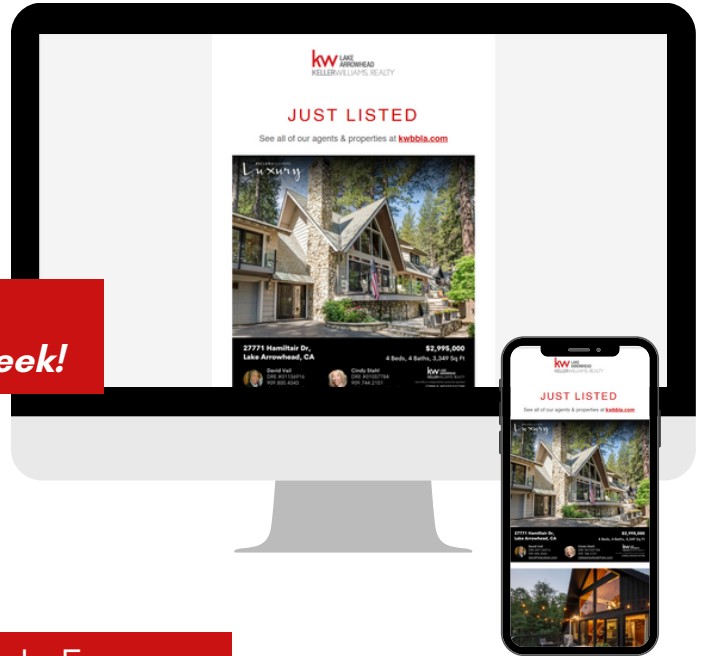
# MARKETING MENU: LISTINGS

Have a Listing? We'll create social posts for every stage of your listing. We'll automatically include your listing on our weekly emails.

## Just Listed Emails

Sent to local agents in the mountains and top producing KW agents in San Bernardino and Los Angeles county.

You don't have to do anything; it's *automatically done for you each week!*



## Social Posts

Just Listed

**375 Grizzly Rd**  
Lake Arrowhead, CA

**\$630,000**  
3 Beds, 3 Baths, 1,817 Sq Ft

Will Rahill  
DRE #01795202  
(909) 547-4402  
Will@WillRahill.com

kw  
LAKE ARROWHEAD  
KELLEVILLAINS REALTY  
Each office is independently owned and operated  
CMLS #9992319799

In Escrow

**IN ESCROW!**

**657 Moreno Ln**  
Sugarloaf, CA

**\$308,888**  
2 Beds | 1 Baths | 744 Sq Ft

Selling Agent:  
Jaime Brandon  
DRE #01962562  
(951) 756-5022 | jmbrandon@kw.com

kw  
LAKE ARROWHEAD  
KELLEVILLAINS REALTY  
Each office is independently owned and operated  
CMLS #9023187468

Just Sold

**JUST SOLD**

**925 Trinity**  
Lake Arrowhead, CA

**\$1,050,000**  
3 Beds, 3.5 Baths, 2,581 Sq Ft

Monica Mnich  
DRE #01828047  
760.207.1537  
mmnich@gmail.com

kw  
LAKE ARROWHEAD  
KELLEVILLAINS REALTY  
Each office is independently owned and operated  
CMLS #9992319799

Just Closed

**JUST CLOSED**

**106 Fremont Rd**  
Lake Arrowhead, CA

**3 Beds | 2 Baths**  
1,838 Sq Ft

Buyer's Agent:  
Christine Williams  
DRE #01770922  
310.923.8952 | cvrealtor@yahoo.com

kw  
LAKE ARROWHEAD  
KELLEVILLAINS REALTY  
Each office is independently owned and operated  
CMLS #9992319799

\*Print your flyers on regular printer paper at the office for free (up to 50 copies per month per agent). You may also use premium paper or other sizes; just bring in your desired paper.



# MARKETING MENU: OPEN HOUSES

Hosting an Open House? We'll make the posts and share it on our social profiles. Need flyers too? We can make them without the date so you can reuse them!

## Open House

**Friday**  
December 8th  
12pm - 3:30pm

**OPEN HOUSE**  
709 Ivy Ln  
Lake Arrowhead, CA  
3 Beds | 2 Baths | 1,100 SqFt | \$469,900

*Monica Maich*  
and associates  
Lorena Gutierrez  
DRE #02011504  
562.391.7734  
lorenagutierrez@kw.com

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS REALTY  
Each office is independently owned and operated.

Listing Courtesy of  
*Monica Maich*, DRE #0120567  
©2016 KELLERWILLIAMS

**Wednesday**  
January 17th  
11am - 1pm

**OPEN HOUSE**  
32557 Pine Cone Ct. A & B  
Running Springs, CA 92382  
5 Beds / 5 Baths / 4,373 SqFt / \$1,900,000

*Monica Maich*  
and associates  
JENNIFER CONGER  
DRE #02150647  
909.273.9674  
jensmin2@gmail.com

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS REALTY  
Each office is independently owned and operated.

Listing Courtesy of  
*Monica Maich*, DRE #0120567  
©2016 KELLERWILLIAMS

## Open House Flyers

**745 OAKMONT LN**  
**LAKE ARROWHEAD, CA**

**\$429,000**

3 BEDS | 2.5 BATHS | 1,080 SQFT

Welcome to your dream mountain cabin retreat! This charming home offers 3 bedrooms, 3 bathrooms, and off street parking! On the main level you will find the living room with access to the upper deck, eat-in kitchen, and half bath. The lower level contains the third bathroom with walk-in shower and laundry, third bedroom that could also be converted to a game room or office, and access to the lower deck where you can enjoy the stunning forest views.

Shown by:  
*Allyson Stapleton*  
DRE #02153088  
719.439.7190  
socalrealtorallyson@gmail.com

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS REALTY  
Each office is independently owned and operated.

*Monica Maich*  
and associates

All information provided is deemed reliable, but is not guaranteed and should be independently verified.

Listing Courtesy of: Faith Mattioli, DRE #02034421 / CRMLS #RW23205693

\*Print your flyers on regular printer paper at the office for free (up to 50 copies per month per agent). You may also use premium paper or other sizes; just bring in your desired paper.


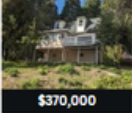

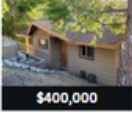
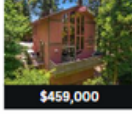
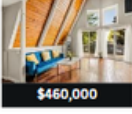
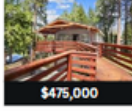
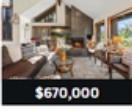
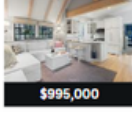
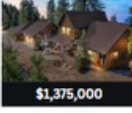
# MARKETING MENU: UPDESK & LEAD GENERATION


We'll make you a Listings flyer to use during your Updesk time. Use the standard lead form or customize yours with a QR code, your logo, and more.

FREE SERVICES


## Listings Flyer

### LATEST LISTINGS

 <p><b>\$320,000</b></p>	<p>32830 Lone Pine Dr Arrowbear, CA 3 Beds, 2 Baths 1,291 Sq Ft Nicolette Howard DRE #01851698</p>	 <p><b>\$370,000</b></p>	<p>55 Oakleaf Ln Running Springs, CA 2 Beds, 1.5 Baths 944 Sq Ft Pattie Love DRE #01079411</p>
 <p><b>\$389,900</b></p>	<p>23559 Lake Dr Crestline, CA 3 Beds, 2 Baths 1,022 Sq Ft Dana Urquiza DRE #01202350</p>	 <p><b>\$400,000</b></p>	<p>30513 Live Oak Dr Running Springs, CA 3 Beds, 2 Baths 1,231 Sq Ft Nicolette Howard DRE #01851698</p>
 <p><b>\$459,000</b></p>	<p>709 Ivy Ln Lake Arrowhead, CA 3 Beds, 2 Baths 1,100 Sq Ft Monica Mnich DRE #01208567</p>	 <p><b>\$460,000</b></p>	<p>26413 Apache Rimforest, CA 2 Beds, 1 Bath 989 Sq Ft Faith Mattioli DRE #02034421</p>
 <p><b>\$475,000</b></p>	<p>791 Woodland Rd Crestline, CA 4 Beds, 2 Baths 1,728 Sq Ft Monica Mnich DRE #01208567</p>	 <p><b>\$670,000</b></p>	<p>395 Rainier Rd Lake Arrowhead, CA 3 Beds, 2.5 Baths 1,968 Sq Ft Steve Cerecedes DRE #01962562</p>
 <p><b>\$995,000</b></p>	<p>27625 High Knoll Rd #4 Lake Arrowhead, CA 2 Beds, 2 Baths 859 Sq Ft David Vail DRE #01136916</p>	 <p><b>\$1,375,000</b></p>	<p>30955 Hwy 18 Running Springs, CA 3 Beds, 3 Baths 3,881 Sq Ft Monica Mnich DRE #01208567</p>



Regina Brown  
DRE #02191839  
(909) 459-5139  
reginabrown@kw.com



28200 CA-393, 511 1230, Lake Arrowhead, CA Each office is independently owned and operated.

## Lead Form



Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Price Range / Home Size? \_\_\_\_\_

Are you already working with a realtor?  yes  no

Have you been pre-approved for a loan?  yes  no

Anything else you want us to know?

Date: \_\_\_\_\_

\*Print your flyers on regular printer paper at the office for free (up to 50 copies per month per agent). You may also use premium paper or other sizes; just bring in your desired paper.

# MARKETING MENU: SOCIAL POSTS FOR HOLIDAYS

Every month, we create celebratory posts for major holidays. We'll add your picture/logo and contact information so you can use those posts to engage with your audience and sphere of influence. **Watch out for an email every month for the following month's holidays.**

**HAPPY  
PRESIDENTS  
DAY**

**Alaine Uthus**  
DRE #01753492  
(909) 856-2518  
AlaineUthus@gmail.com

**kw** BIG BEAR/  
LAKE ARROWHEAD  
KELLERWILLIAMS, REALTY

Happy  
*New Year*  
**2024**

from

**JENNIFER CONGER**  
DRE #02150547  
(909) 273-9674

**kw** LAKE  
ARROWHEAD  
KELLERWILLIAMS, REALTY

MARTIN  
LUTHER  
KING JR  
**DAY**

**Dawn Schulert**  
DRE #02220605  
(714) 598-9542 | dawnschulert@kw.com

**kw** BIG BEAR/  
LAKE ARROWHEAD  
KELLERWILLIAMS, REALTY

*Merry*  
**CHRISTMAS**  
*and*  
*Happy Holidays*

from

**JENNIFER CONGER**  
DRE #02150547  
(909) 273-9674

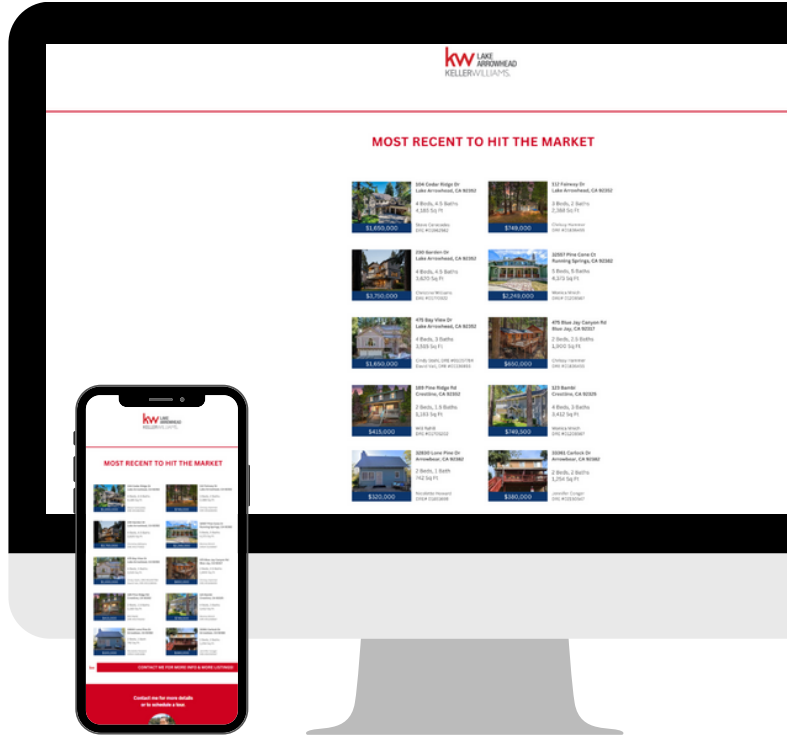
**kw** LAKE  
ARROWHEAD  
KELLERWILLIAMS, REALTY



## SmartPlans

Custom Curated for your local area!

Includes 4 custom emails automatically sent to your contacts each month. We'll design and create it and all you have to do is activate it and send it to your contacts in Command!



Each month includes our most recent listings, local events, and a real estate article. It's easy to activate, just **contact your Director of Agent Services** to set it up.

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**MOST RECENT TO HIT THE MARKET**

<b>9 Willow Way Dr</b> Lake Arrowhead, CA 3 Beds, 4.5 Baths 3,000 Sq Ft \$1,200,000	<b>60 Oakwood Ln</b> Running Springs, CA 2 Beds, 1.5 Baths 900 Sq Ft \$370,000
<b>3000 S Lake Blvd Dr</b> Running Springs, CA 3 Beds, 2 Baths 2,000 Sq Ft \$400,000	<b>2728 N Bay Rd</b> Lake Arrowhead, CA 2 Beds, 2.5 Baths 2,700 Sq Ft \$1,488,000
<b>2400 Sunset Ln</b> Lake Arrowhead, CA 3 Beds, 2.5 Baths 2,000 Sq Ft \$420,000	<b>1775 Mountain Dr</b> Lake Arrowhead, CA 4 Beds, 4 Baths 3,000 Sq Ft \$2,899,000
<b>2000 Hwy 10</b> Lake Arrowhead, CA 3 Beds, 2 Baths 2,000 Sq Ft \$468,000	<b>2762 Aspen Dr</b> Lake Arrowhead, CA 3 Beds, 4.5 Baths 4,000 Sq Ft \$2,750,000
<b>2800 Lake Dr</b> Crestline, CA 3 Beds, 3 Baths 2,000 Sq Ft \$397,000	<b>2762 Aspen Dr</b> Lake Arrowhead, CA 2 Beds, 2 Baths 900 Sq Ft \$999,000

**CONTACT ME FOR MORE INFO & MORE LISTINGS!**

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**CHALET, YOU STAY DANCE PARTY**

Saturday, January 20th, 6pm - 10pm  
Lake Arrowhead Resort & Spa  
2700A CA 380  
Lake Arrowhead, CA 92530

Join us for a charity dance party on Saturday evening 6PM at the Lake Arrowhead Resort & Spa. Get ready to celebrate the magic of the season in our garden in the only square of the Lake Bottom. Special Guest Performer: Morgan McElreath and Live Band!

**upcoming events**  
IN LAKE ARROWHEAD, BIG BEAR, CRESTLINE, AND RUNNING SPRINGS

**SCREENING FOR PRIEST TRIBUTE BAND**

Saturday, January 16th, 8pm  
The Tudor House  
900 Arrowhead Villa Rd  
Lake Arrowhead, CA 92532

Screening for Priest, LA's best guitar instrumental band will be bringing you all of their greatest hits in 2 song sets, at Lake Arrowhead's Tudor House. Doors at 8pm, showtime at 9pm. \$20 presale tickets \$35 day of.

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**3 KEYS TO HITTING YOUR HOMEOWNERSHIP GOALS IN 2024**

If buying or selling a home is your goal for 2024, it's important to understand today's housing market, know your why, and work with industry experts to bring your homeownership vision for the new year into focus.

Over the last year, the economy had a big impact on the housing market, and likely on your wallet too. That's why it's critical to have a clear picture of not just the market today, but also on what you want out of it when you buy or sell a home. Danielle Hale, Chief Economist at Realtor.com, explains:

*"The key to making a good decision in this challenging housing market is to be laser focused on what you need now and in the future."*

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**The Benefits of Working with an Agent when you Sell your House**

Thinking about selling your house? Here are just a few ways the expertise of a trusted real estate agent can make a big difference.

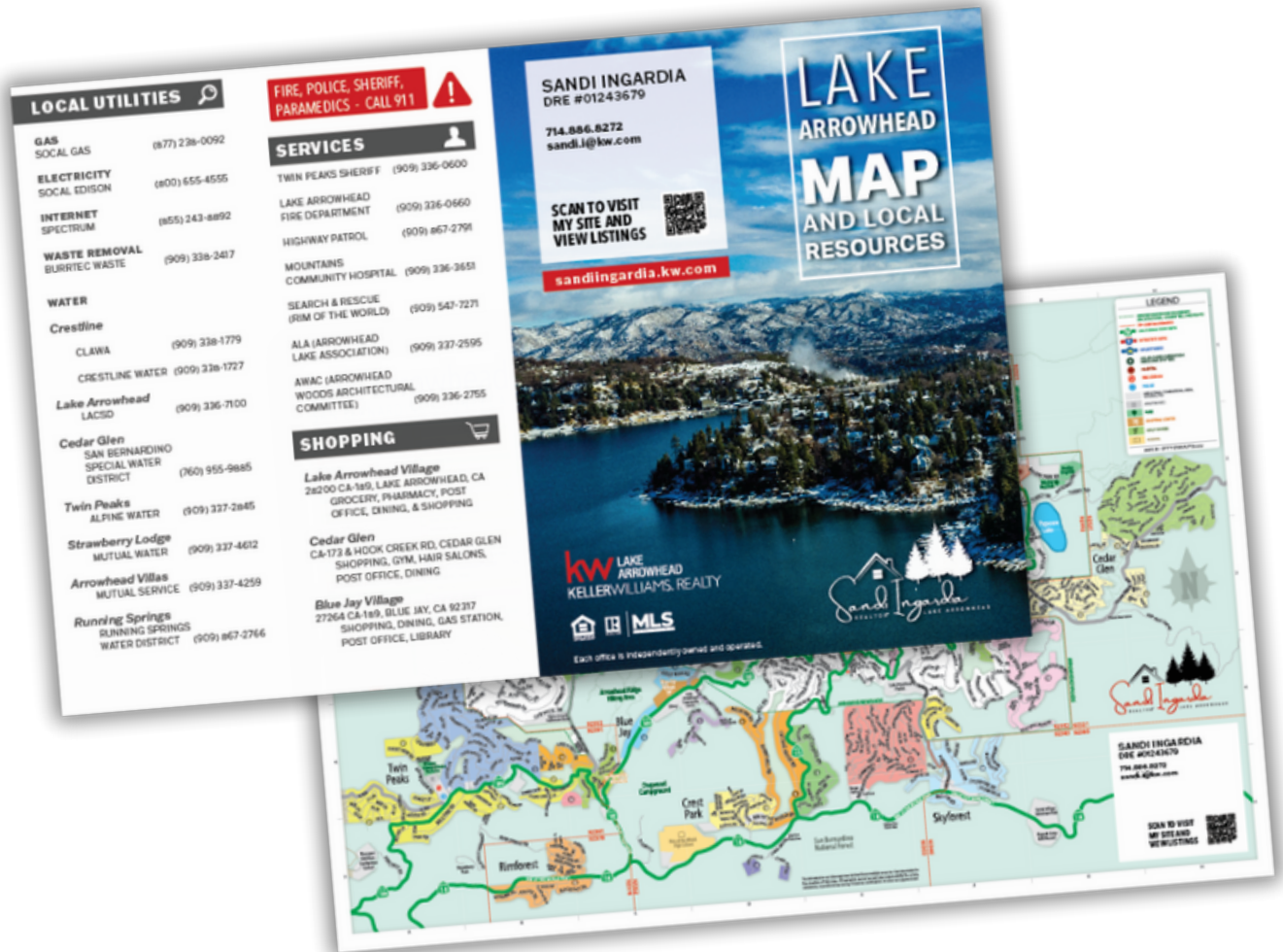
They're well versed in the housing market and know the ins and outs of the entire process. They can also simply and effectively explain today's market conditions and what they mean for you. In addition, an agent can help with all of the disclosures and documents necessary in today's heavily regulated environment. Finally, they have effective marketing tools and networks to attract more buyers.

**The Benefits of Working With an Agent When You Sell Your House**

Thinking about selling your house? Here are just a few ways the expertise of a trusted real estate agent can make a big difference.

## Customized Local Maps

Custom maps for the local areas with your information, picture, and logo. The outside is completely customizable!



### Pricing for Maps

70# gloss book, 11' x 17" maps, accordion fold, AQ semi-gloss coating both sides.

### Additional Options

Material: 80# Gloss or 100# gloss paper, alternative folding options available.

Quantity	Price
100	\$99.00 (+tax)
250	\$179.00 (+tax)
500	\$315.00 (+tax)

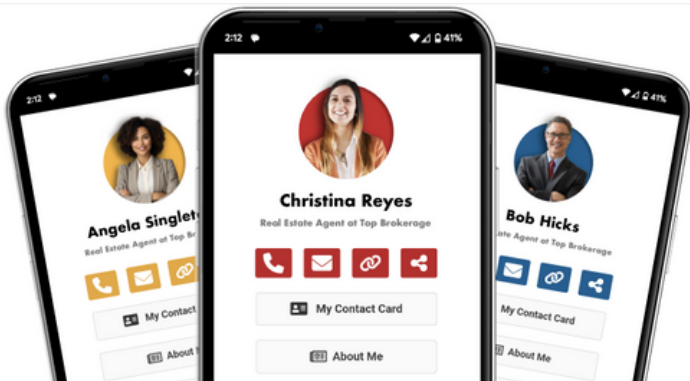
\*Pricing from our preferred vendor, RoxxiStudios. You can print anywhere else. Just request your free design! Shipping charged separately.

## MARKETING MENU: ONLINE PROFILE SYNC

**AgentSync** will optimize and synchronize your online profiles.

Google Ashley Smith X	Found with 2 possible errors	✓ Synced	85
Facebook Ashley Smith X	Accurate	✓ Synced	45
Instagram Ashley Smith X	Accurate	✓ Synced	45
Twitter	Accurate		

Are you struggling to get found online? It's likely due to inaccurate information across the most popular listing or social sites like Google, Bing, Facebook, Homes.com, Zillow.com, and many more.



Let's say your phone number on Google is an old one. How many leads could you be missing? Even worse, your profiles could show the information from your old brokerage.

You could be confusing potential clients, violating your State's Real Estate Guidelines, and costing yourself tons of dollars in lost commissions.

AgentSync™ will get your online accounts corrected the easy way! Never miss a lead because of incorrect information and maximize your impact online. We'll correct and custom brand your professional profiles: Zillow.com, Homes.com, Realtor.com, LinkedIn, Instagram, and more.



**We free you up to stay focused on what's most important - your real estate business.**

One-Time Payment: \$1295

**\$995 for KW Big Bear/Lake Arrowhead Agents**

Contact Destiney or Daniel at [support@agentsync.me](mailto:support@agentsync.me)