

HOW TO: EMAIL FLYER TO LUXURY CO-OPS

When it comes to marketing a luxury listing, or any listing for that matter, you want to get the information through every media channel. In this how to flyer, we're giving you two different resources on how to email your flyer out to luxury agents in the marketplace.



USING ZIPLYOURFLYER.COM

When using ZipYourFlyer.com, you don't have to upload a list of luxury agents. For a small fee, you can have access to luxury agent databases. Let them do that work for you! The pricing they offer auto sends to all agents listed based on the local board or boards they choose. Here is the pricing structure with numbers of agents targeted:

AREA	DESCRIPTION	NUMBER OF AGENTS	PRICE
Hillsborough County	Includes the City of Tampa plus Hillsborough County	7,800 Agents	\$73.50
Pinellas County	Includes the City of Clearwater plus Pinellas County	5,300 Agents	\$62.95
Pasco County	Includes Pasco County	900 Agents	\$31.50
Entire Tampa Bay Area	Includes All Tampa Bay Areas listed above (Hillsborough, Pinellas and Pasco County)	14,200 Agents	\$99.75

WHAT DO I SEND THEM?

Great question! Within the service **ZipYourFlyer.com** offers, they can design the flyer for you. HOWEVER, if you use this method **please make sure to have it run through the Marketing Department for brand compliance**. There is also the option to upload your own design. If you want to go this route, there are several platforms and methods you can use to produce a luxury flyer. We recommend either going into **Marketing Resource** and creating a flyer from one of the many luxury templates OR using the auto-created flyer that **Ace*** provides you. **Note that the one **Ace** produces does not include the luxury collection logo and branding.*

REQUEST A LUXURY AGENT DATABASE

Your Market President has access to a program called Broker Metrics where they can pull a database of Luxury Agents that you can market your luxury listing to. You'll discuss the criteria you are searching for then your Market President will pull the data and send it over for you to upload to your CRM.

CRITERIA TO REQUEST

- **Date of sale** (can provide range)
- **Sales volume** (can provide range)
- **Price** (can provide range)
- **# Units** (can provide range)
- **Property type**
 - Ex - Single Family vs Condo vs Townhouse
- **MLS**
 - Stellar, HCAR, HMLS
- **Area Type & Criteria (choose 1)**
 - County - Hills, Pin, etc
 - Cities - Tampa, St Pete, etc
 - Zip Codes - (provide list)

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