



Take the guesswork out of your marketing.

With Ruby Key, you buy credits and use them when and where you need them, from monthly content to custom recruiting pieces, listing kits, and more. It's expert marketing support, delivered flexibly and built around your goals.

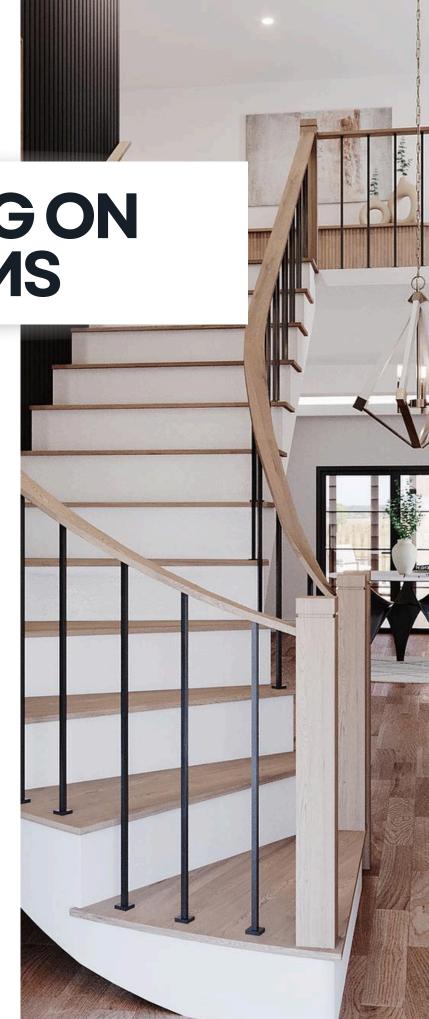
To keep your marketing distinctive, we only partner with a select number of agents in each market. Once those spots are filled, they're gone. If you're ready for standout support, join Ruby Key now.

#### WHY MARKETING MATTERS

- 74% of homeowners say they can't remember the name of their last agent.
- Agents who stay in touch with their sphere get 2x more repeat and referral business.
- 86% of agents say marketing support is one of the top 3 reasons they stay loyal to a brokerage, team, or service provider

#### THE SIMPLE SOLUTION

Let Ruby Key handle the marketing so your agents and team can focus on relationships, retention, and results





Ruby Key gives your team professional marketing support without hiring. You buy credits, request what you need, and we take care of the rest.

Credits can be used on everything from listing flyers and newsletters to recruiting campaigns, brand kits, and event support. We've mapped out the most common requests, but our team is ready for custom projects too.

Note: We partner with a limited number of teams per region because we believe success comes from real support. With the credit system, you get flexible, strategic marketing that evolves with your business and success.

### **DETAILS**

- · Credits are valid for 6 months
- Most projects are delivered within 5 business days. Rush turnaround available for additional credits
- No contracts required but auto-renew and usage packages are available for consistency and simplicity
- Includes exclusive monthly tips, bonuses and trainings as long as you have active credits

### **PRICING**

Initial Buy-In: \$2,500 = 125 credits

#### **Refill Packages**

Mini: \$1,200 = 60 credits

• Growth: \$2,500 = 125 credits + 10

Momentum: \$5,000 = 250 + 25

Take 10% off with auto-renew. Renewals can be set monthly, bi-monthly or quarterly.



## LISTING SUPPORT

1 PAGE FLYER: 2c Custom 1 page listing flyer

4 PAGE FLYER: 6c

Additional photos + features for standout listings

8 PAGE BOOK: 12c

Full marketing piece ideal for luxury or highdetail properties E-BLAST: 4c

Sent from your email to the list of your choice

LISTING GRAPHICS (4): 3c

Graphics + descriptions to share on social

1 PAGE SUPPLEMENT : 3c

Custom supplements for doorknocking, open houses, features, utilities, postcards, etc.



# SPHERE + LEAD GEN

POP BY KIT: 2c

Custom tags + gift sourcing

**QUARTERLY MAILER: 4c** 

Custom print mailer.

+2 credits for print/mail assistance

**NEWSLETTER: 10c** 

Monthly newsletter with select customization & 5 sections - requires email marketing system

**EVENT OR GIVEAWAY KIT: 6c** 

**Planning** assistance + branded assets for print, email, text, phone & social promotion

SOCIAL ADS: 3c

Designed to drive traffic - Ad spend not included

**MONTHLY FARMING SUPPORT: 3c** 

Mailers, popbys, mini events & more- program planned for optimal results throughout the year

**BLOG OR CLIENT EMAILS: 2c** 

Improve your SEO and/or stay in touch with your sphere with consistent emails or blogs

DRIP CAMPAIGN (20 steps): 30c

Reusable campaign with texts, emails and supplemental PDFs for consistent follow-up

**OTHER** 

#### **CUSTOM REQUESTS:** 3c per page

Custom-designed pages like presentations, lead gen tools, equity flyers, or anything else you can dream up are available at 3 credits per page.

#### VARIATIONS: 1c per page

Credits reflect single-brand delivery. For cobranded or agent-specific versions of the same asset, add 1 credit per additional variation.

# SERVICES + COACHING



#### **SOCIAL MEDIA SCHEDULING: 20c**

12 social posts per month scheduled on 2 platforms of your choice. + 1 credit per platform

#### 30 MINUTE STRATEGY SESSION: 4c

One-on-one session to plan content, launches, or events

#### BRAND KIT + : 25c (value 50c)

A mini brand build that gives a consultation, mood board with logos, fonts and colors + 3 custom Canva templates of your choice

#### **RECRUIT KIT: 25c**

Creation of recruiting booklet, coordinating digital presentation, 3 social info graphics and 10 step drip campaign

#### PREMIUM LISTING KIT: 20c (value 25c)

8-Page listing book, listing e-blast, (4) social media graphics, 2 supplements

#### **TEMPLATE CREATION:** 5c per page

Set up branded templates (Canva, email, etc.) for future DIY use

#### **OTHER**

Custom requests welcome, including relocation guides, presentations, recruiting, web updates, event support and so much more

#### **HOLIDAY POST KIT: 15c**

(30) Branded evergreen holiday and seasonal posts ready to post year after year

## THE EASY BUTTON

For those who just want to know their marketing is handled. These bundles cover your most important monthly tasks, no decision-making required. You're automatically billed each month, and we take care of the rest.

#### Visibility: 25c (value 30c)

Ideal for teams who want consistent visibility without the hassle of planning or delegating. Includes:

- Monthly Newsletter (3 sections)
- Social Media Scheduling (8 posts)
- Choose 1: Pop By Tags + Source, Farming Support or 15-minute strategy check-in
- +1 Credit Per Agent or Team Variation

#### Growth: 50c (value 60c)

For teams that want full-service, high-impact monthly marketing that keeps agents top of mind and client-ready. Includes:

- Monthly Newsletter (5 sections)
- Social Media Scheduling (12 posts)
- Pop By Tags + Source or Farming Support
- 30-minute strategy or coaching session
- Choose 1: 3 Pages Custom Content or listing kit
- +1 Credit Per Agent or Team Variation