



RK

MARKETING MENU

MARKETING ON YOUR TERMS

Take the guesswork out of your marketing.

With Ruby Key, you buy credits and use them when and where you need them. It's marketing on your terms, backed by expert guidance.

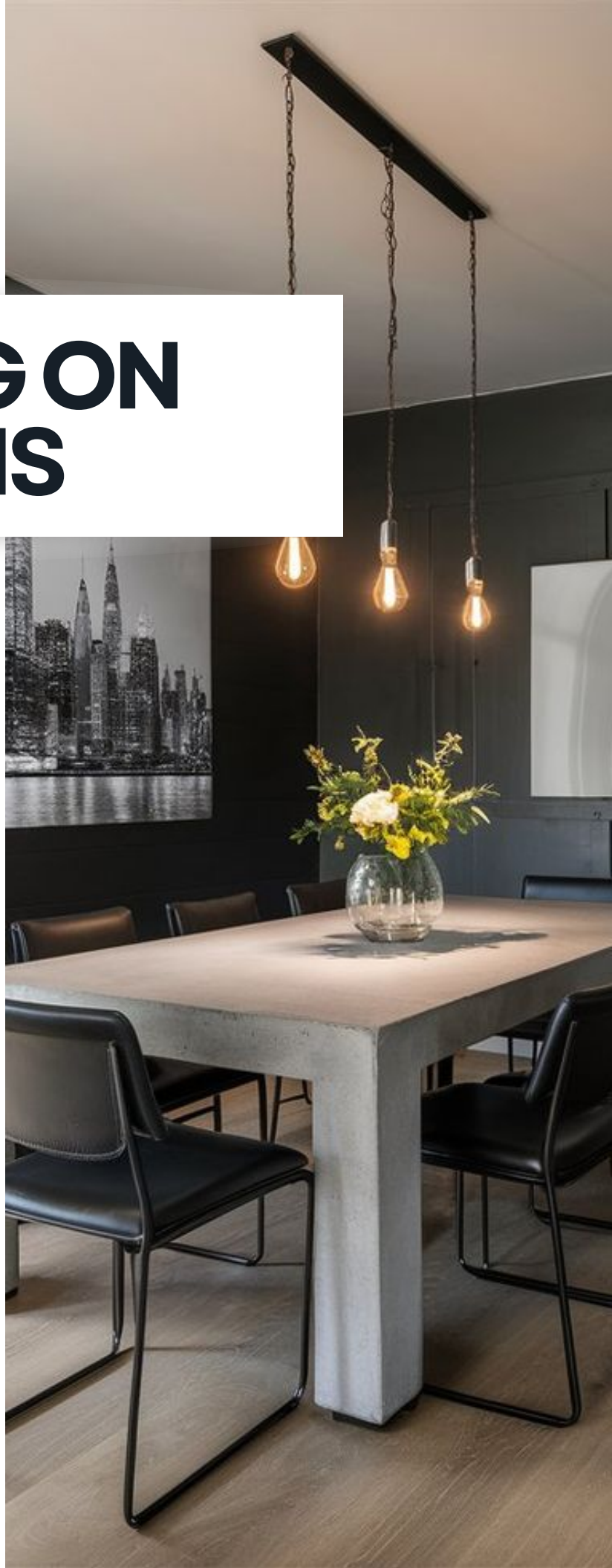
To keep your marketing distinctive, we only partner with a select number of agents in each market. Once those spots are filled, they're gone. If you're ready for standout support, join Ruby Key now.

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 clients say marketing influences who they choose to hire.

THE **SIMPLE** SOLUTION

Let Ruby Key handle the marketing so you can focus on what you do best, building relationships and closing deals... without burning out.





THE BASICS

Ruby Key gives you professional marketing without a full-time hire. You buy credits, request what you need, and we do the rest.

Credits can be used on anything from listing flyers to social media to full brand kits. For ease, we've mapped out the most common requests, but our team is equipped for custom projects too. If you've got an idea, we're ready to bring it to life.

Note: We partner with a limited number of agents 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
- Projects are delivered in 3 - 5 business days. Rush turnaround available for additional credits
- No contracts required but auto-renew and usage packages are available for consistency and simplicity
- Receive exclusive monthly tips, bonuses and trainings as long as you have active credits

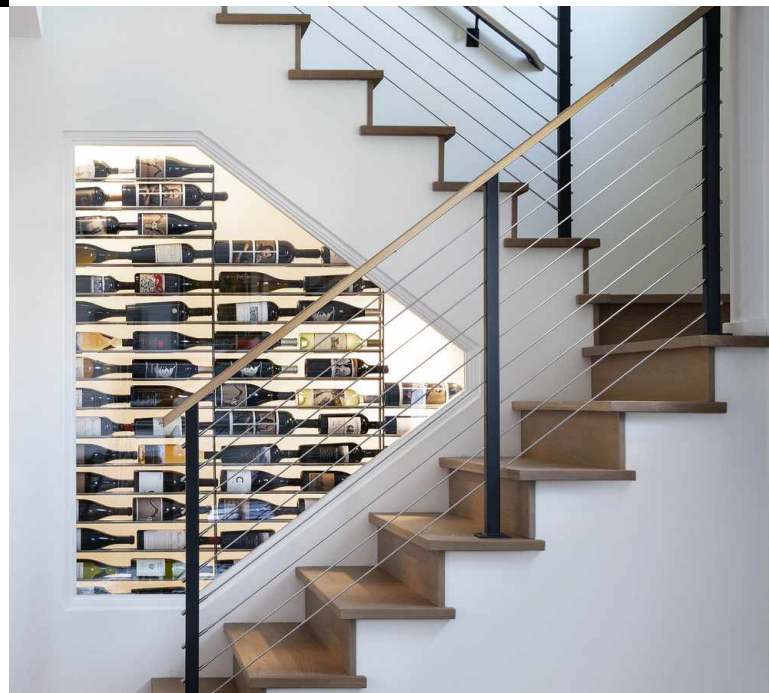
PRICING

Initial Buy-In: \$1500 = 78 credits

Refill Packages

- Mini: \$500 = 25 credits
- Growth: \$1500 = 78 credits + 5
- Momentum: \$2500 = 125 + 10

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 : 15c

Full marketing piece ideal for luxury or high-detail properties

E-BLAST : 5c

Sent from your email to the list of your choice

LISTING GRAPHICS (4) : 4c

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 : 3c

Custom tags + gift sourcing

QUARTERLY MAILER : 5c

Custom print mailer.
+2 credits for print/mail assistance

NEWSLETTER : 15c

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 : 5c

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

Need something outside the standard menu? Custom-designed pages like buyer or seller presentations, lead gen tools, home equity flyers, or anything else you can dream up are available at 3 credits per page.

SERVICES + COACHING



SOCIAL MEDIA SCHEDULING : 25c

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

30 MINUTE STRATEGY SESSION : 5c

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 : 7c 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 agents 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 35c)

Ideal for agents who want consistent marketing without having to think about it. Includes:

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

Growth : 52c (value 68c)

Built for agents who want full-service monthly marketing that keeps them visible, active, and in front of their ideal clients. 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 premium listing kit