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THE COMPLETE GUIDE TO

# Generate Leads With Real Estate Marketing Flyers

20+ tips on using flyers, from design to printing  
to distribution



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# What makes a great real estate flyer?

## Everything you need to know about using flyers as a marketing tool.

A flyer is a tool that can be used as an effective marketing strategy. A great real estate flyer is eye-catching, easy to read, and provides details to entice a prospective buyer to learn more.

In our guide, you can find tips on using flyers, from design to printing to distribution.

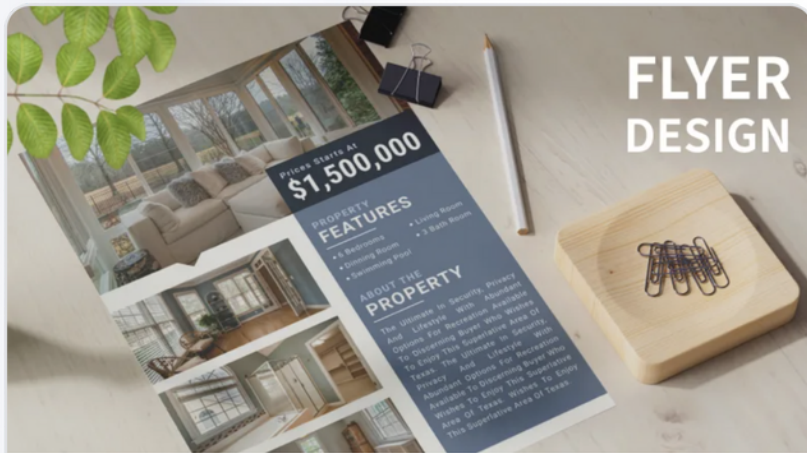
Top-selling real estate agents have discovered some "secrets" for turning the basic, standard real estate flyer into a lead-generating machine. Here are **20+ tips** that can help you **succeed using flyers**:

# Design Tips

- ✓ A highly-legible font style like Verdana or Century Gothic, no smaller than 12 pt so customers can easily read the details
- ✓ Select the text and background colors carefully. The contrast between the foreground and background is one of the most critical factors for the ease of reading. If colored text is used on a bright background, the contrast will be weak; the result is white text against dark-colored backgrounds for optimal contrast.
- ✓ Two to four high-resolution (at least 300 pixels per inch) professional photos that promote the best features of the home

# Content Tips

- ✓ A brief listing description of no more than 200 words to keep buyers engaged
- ✓ A bolded list price, since 83% of buyers find it extremely or very important to stay within their initial budget
- ✓ Bolded details of any significant updates recently made — for example, a new roof, new windows, and remodeled kitchen — appeal to buyers who want a move-in ready home
- ✓ Use the praise of satisfied customers to your advantage. A credible testimonial can be highly effective when persuading people to seek out your business.
- ✓ A call to action so buyers can contact you — “text or call for more information” — with your logo
- ✓ A QR code or www to get buyers to visit your website for property updates



## Flyer design

Graphics & Design

Graphics & Design

# Flyer design

If you're looking for a custom and eye-catching flyer, our creative team has just what your brand needs! We can create high-quality designs following all of your guidelines and brand needs.

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# Technical tips

## **Use CMYK color mode**

Color prints can be challenging to emulate. Designing through printing has limitations that are not present when you view your flyer on screen. Choosing CMYK color mode over RGB will give a closer result than expected from either method alone.

## **Set the proper dimensions**

One of the most common mistakes when designing flyers is not setting accurate dimension sizes. If you want to ensure that your final product looks professional and well-organized, ensure all dimensions are properly set before starting any printing process.

To avoid ruining your design and wasting time, make sure you use the appropriate template as a layer on top of any essential graphics. You can check out how much space is left before these elements are put outside those bleed lines; it will save some extra work later!

## **Remember to use high-resolution**

When working with print projects, it's essential to remember that the final product will be larger and require a higher resolution than what is needed when designing online. It means your files need an extra layer or two (or more) to have crisp finishes on both paper goods and digital designs like flyers, posters, etc., without losing any detail whatsoever.

When designing for print, you should use a higher dpi (dot per inch) than pixels. The optimal ratio that you opt for will depend on the size of your flyer image and its dimensions - typically, an A5-sized piece would require between 240 & 300 dots/to get the best quality results!

## **Ask for a print proof**

The printing process is delicate, and you want to make sure everything goes smoothly. Ask for proof after uploading your files to catch any mistakes before mass distribution begins!

## **List of online printing companies whose services are worth using:**

- Moo.com
- Vistaprint.com
- Printingcenterusa.com
- 48hourprint.com

## **Distribution tips**

### **Add flayers to the "for sale" sign**

Put real estate marketing flyers on display for passersby or those simply walking their dog around the neighborhood who might pass along your listing flyer to a friend or family member in the market for a nearby home.

Buyers still like to drive around neighborhoods and visit potential properties, and having the self-serve flyers is a way to provide information to buyers who might not be ready to speak to an agent yet.



## **Share flayers at the open house**

Greet home shoppers with open-house flyers so they have something to remember you and your listing by after a long day of touring homes.

“Consumers still value being able to snag a hard copy flyer of a property, particularly open house visitors,” says Bret Calltharp, Zillow Group’s industry outreach director.

Having brochures available for your open house not only provides consumers with more information to help keep your listing top of mind, but they also show potential sellers who might be visitors the quality of your marketing materials.

## **Sharing flayers in neighborhood service facilities**

It is good to leave a flyer advertising your services in nearby hairdressers or laundry if you get approved. Sometimes you will accidentally get someone's attention, and then that person will contact you about buying or selling property.

## **Posting flyers in your agency's office window**

This possibility is dependent on your brokerage's policy. This may be one of the primary options for helping agents promote themselves. Ask your broker about the possibility of leaving your flyers in the office.

## **Handing flyers out at local events and meetups**

City and county planning departments, school boards, council meetings—are where the plans start trickling down and affecting your community in weeks, months, or years. Start by researching which meetings take place and when. Not everything in these meetings will be real estate-related, necessarily, but don't discount the opportunity to connect with potential buyers or sellers. You can attend the meeting in person or agree with the organizer to drop off the flyers for attendees.

## **Direct mailing flyers to locals and/or your top leads**

Everything old is new again. We can be surprised, but direct mail is still a valuable tool for marketers and salespeople. According to Marketing Sherpa, 76% of people trust ads they receive in the mail. Moreover, four in 10 people enjoy checking their physical mailbox. So, there's nothing left to do but start working on the flyer and then send it out!

## **Cooperate with the local newspaper**

It may not be free, but it's worth establishing a relationship with your local newspaper.

Some cities even have development and infill blogs helmed by locals who happen to be interested in real estate, infrastructure, and related topics. If it's possible, ask to add your flyer to the daily paper.

## **Join the historical or local society that eases the distribution**

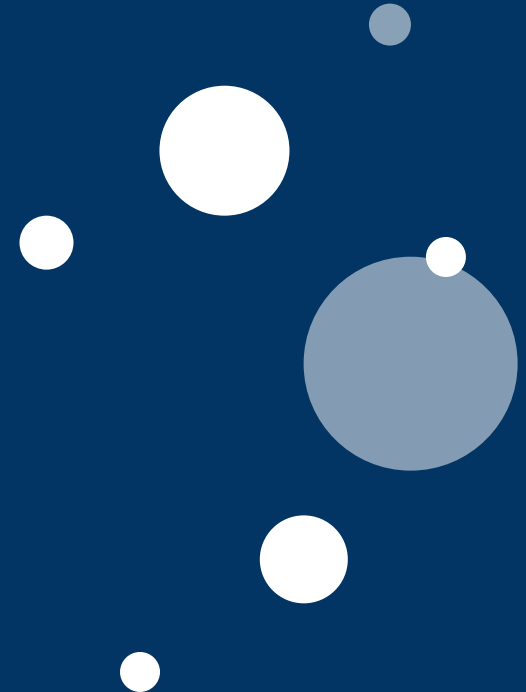
Not every locale will have a historical society, but if yours does, look into how much it costs to join and what resources are available. You don't have to be a history buff to find value in the background of your community. The historical society will have information on where the first homes in the area were built, what they looked like, how infrastructure was added, and the expansion plan. Write down interesting facts as they can help you "sell" in your flyer.

If the historical or local society trusts you as a professional, over time, allow you to distribute your flyers at their meetings or events.

# Thank you!

Thanks for checking out The Complete Guide to  
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marketing, be sure to visit our [Real Estate  
Marketing Academy](#).



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