REAL ESTATE MARKETING SYSTEM

Access & Duplication Guide

This document contains official template duplication links and setup instructions for The Real Estate Marketing System.

All templates are accessed through Canva and must be duplicated into your account before editing.

How Access Works

1. Click any linked template name.
2. Click view template (purple button), then open in editor (purple button).
3. The file will duplicate into your Canva account.
4. Rename and organize the duplicated file inside your working folders.
5. Edit only your duplicated version.

After duplication, the file in your Canva account becomes your working file.

We recommend preserving a clean, branded base version of each template and duplicating that version for ongoing use. This helps maintain consistency and prevents accidental overwriting of your prepared layouts.

START HERE — System Setup Documents

Review these documents before using the system:

- DOC – System Overview & Setup (8.5×11)
- DOC – Canva Editing Guide (8.5×11)
- DOC – Brand & Usage Standards (8.5×11)

These documents explain how the system is structured, how duplication works, how branding should be applied, and how to maintain consistency over time.

Implementation Workflow

Initial Setup (completed once)

1. Review the System Overview & Setup document.
2. Duplicate templates and apply branding to create base versions.
3. Organize branded templates into folders.
4. Duplicate branded base templates for ongoing use.

After setup, marketing consists only of duplicating prepared templates and updating content.

SOCIAL TEMPLATES
Square (1080×1080)
- SOCIAL – Listing Highlights Carousel – Square (1080×1080)
- SOCIAL – Market Update Carousel – Square (1080×1080)
- SOCIAL – Buyer Tips Carousel – Square (1080×1080)
- SOCIAL – Seller Tips Carousel – Square (1080×1080)
- SOCIAL – Client Testimonial Carousel – Square (1080×1080)
- SOCIAL – Just Listed – Square (1080×1080)
- SOCIAL – Open House – Square (1080×1080)
- SOCIAL – Price Reduced – Square (1080×1080)
- SOCIAL – Under Contract – Square (1080×1080)
- SOCIAL – Sold / Closed – Square (1080×1080)
- SOCIAL – Coming Soon – Square (1080×1080)
- SOCIAL – Market Update – Square (1080×1080)
- SOCIAL – Seller Tip – Square (1080×1080)
- SOCIAL – Buyer Tip – Square (1080×1080)
- SOCIAL – Neighborhood Highlight – Square (1080×1080)
- SOCIAL – Community Highlight – Square (1080×1080)
- SOCIAL – Client Experience – Square (1080×1080)
- SOCIAL – Agent Profile – Square (1080×1080)
- SOCIAL – Holiday / Seasonal – Square (1080×1080)
- SOCIAL – FAQ – Square (1080×1080)
- SOCIAL – Myth vs Fact – Square (1080×1080)
- SOCIAL – Recruiting – Square (1080×1080)

Portrait (1080×1350)
- SOCIAL – Just Listed – Portrait (1080×1350)
- SOCIAL – Open House – Portrait (1080×1350)
- SOCIAL – Price Reduced – Portrait (1080×1350)
- SOCIAL – Under Contract – Portrait (1080×1350)
- SOCIAL – Sold / Closed – Portrait (1080×1350)
- SOCIAL – Coming Soon – Portrait (1080×1350)
- SOCIAL – Recruiting – Portrait (1080×1350)

Story (1080×1920)
- SOCIAL – Just Listed – Story (1080×1920)
- SOCIAL – Open House – Story (1080×1920)
- SOCIAL – Price Reduced – Story (1080×1920)
- SOCIAL – Under Contract – Story (1080×1920)
- SOCIAL – Sold / Closed – Story (1080×1920)
- SOCIAL – Coming Soon – Story (1080×1920)

PRINT TEMPLATES
Signs
- PRINT – Yard Sign Listing – 18×24
- PRINT – Open House Sign – 18×24
- PRINT – Window / Event Sign – 18×24
- PRINT – Directional Sign – 12×18
- PRINT – Yard Sign Rider – 6×24
- PRINT – Yard Sign Rider – 6×18

Letter (8.5×11)
- PRINT – Featured Property Flyer – 8.5×11
- PRINT – Open House Flyer – 8.5×11
- PRINT – Property Overview Flyer – 8.5×11
- PRINT – Neighborhood Intro Mailer – 8.5×11
- PRINT – Market Update Mailer – 8.5×11
- PRINT – Letter – 8.5×11
- PRINT – Letterhead – 8.5×11

Half Sheet (5.5×8.5)
- PRINT – Featured Property Flyer – 5.5×8.5
- PRINT – Open House Flyer – 5.5×8.5
- PRINT – Property Overview Flyer – 5.5×8.5

Postcards (5×7)
- PRINT – Anniversary Postcard – 5×7
- PRINT – Holiday Postcard – 5×7
- PRINT – Just Sold Postcard – 5×7
- PRINT – Just Listed Postcard – 5×7
- PRINT – Neighborhood Postcard – 5×7
- PRINT – Featured Property Postcard – 5×7
- PRINT – Referral Postcard – 5×7
- PRINT – Thank You Postcard – 5×7

Postcards (4×6)
- PRINT – Featured Property Postcard – 4×6

Other Print Formats
- PRINT – Door Hanger – 3.5×8.5
- PRINT – Business Card – 3.5×2
- PRINT – Envelope #10 (9.5×4.125)

EMAIL TEMPLATES (600px)
- EMAIL – New Listing Announcement – 600px
- EMAIL – Open House Invitation – 600px
- EMAIL – Price Reduction – 600px
- EMAIL – Market Update – 600px
- EMAIL – Buyer Education – 600px
- EMAIL – Seller Education – 600px
- EMAIL – Client Testimonial – 600px
- EMAIL – Referral Ask – 600px
- EMAIL – Seasonal Message – 600px
- EMAIL – General Newsletter – 600px

PRESENTATION TEMPLATES (16:9)
- PRESENTATION – Listing Presentation – 16:9
- PRESENTATION – Buyer Consultation – 16:9
- PRESENTATION – Market Update – 16:9
- PRESENTATION – Recruiting Overview – 16:9
- PRESENTATION – Brokerage Overview – 16:9
- PRESENTATION – Team Overview – 16:9
- PRESENTATION – Agent Onboarding – 16:9
- PRESENTATION – Training Overview – 16:9
- PRESENTATION – Internal Strategy – 16:9
- PRESENTATION – Slide Layout Library – 16:9

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