



What do they find when they look you up?

a practical introduction to The Yellow Front Door for real estate agents



THEYELLOWFRONTDOOR.CA

THE OPPORTUNITY

The ninety seconds that matter most

Most agents put real effort into being findable — cards, referrals, social posts, maybe some ad spend — and it works. People find them. But getting found and getting chosen are two different moments, and the second one happens somewhere most agents aren't paying much attention to.

It happens in the thirty seconds someone spends on your website before they decide whether to call, in the bio that either sounds like you or sounds like everyone else, in whether the experience of landing on your page makes someone feel like they've found the right person or just another option.

That first impression matters, but it is only one part of the experience. We help shape what people find when they look you up, what happens after they reach out, and the systems and touchpoints that keep the relationship moving long after the first conversation.

Getting found is not the same as being chosen.

Some agents have a site they're proud of. Some have a logo they love. Some are starting completely fresh. Wherever you're coming from, the question is the same: is what they find when they look you up working as hard as you are?



WHAT WE BUILD

From first impression to follow-up

We're Julianna and Chris. We help real estate professionals strengthen the full experience around their business, from the brand, website, and words people find when they look you up to the campaigns, client materials, follow-up, and systems that help everything run more smoothly after they reach out.

We can build from scratch, improve what is already working, or step in for one specific piece. We work with individual agents, teams, and brokerages, and can coordinate with the brand standards, tools, platforms, and partners already in place.

STARTING FRESH

Brand Foundation

— launch pricing from \$750

Logo and simplified mark, multi-page brand guide, business card, email signature, social media kit, and newsletter template.

A polished foundation for agents who need to look consistent and recognizable across the places people already find them: online, in print, in inboxes, and in the community.

Already have a brand or a website with a strong foundation?

You don't need to start over to make the experience stronger. We can build on what's already working and refine the pieces that need attention: the words, the first impression, the listing path, the calls to action, or the details that feel tired, unclear, or out of date (including cards, letterhead, email signature, and social kit).

NEED A CLEAR PLACE TO SEND PEOPLE

Your Front Door

A website written and built for you, with the right level of depth for where your business is now.

The Website Refresh — scoped after review

For agents with a website with a strong foundation, but needs to feel clearer, more current, or easier to move through. We refine the pieces that matter most: messaging, bio, CTA, listing visibility, mobile experience, and the path from "just looking" to "ready to reach out."

The Essential Website — from \$900

A focused custom website for agents who need a polished, credible front door: your story, your area, your way of working, key proof points, and a clear path to get in touch.

The Signature Website — from \$2,200

An expanded custom website for agents who need more depth and pages: services, listings, buyer and seller pathways, client resources, proof, and a stronger overall client experience.

Either way, the goal is the same: a clear path from "looked to booked". Copy included, always. Every site is custom-designed for you — not a theme, not a template. And if you want to be able to update content yourself, we can build in a simple dashboard so you can do that without touching the design or calling us.

NOTE: These are common starting points, not a fixed menu. Projects can be one-off, bundled, campaign-based, or ongoing.

Want to see the work?

Visit theyellowfrontdoor.ca/proof for examples of brand pieces, websites, strategy, and touchpoints, including real estate and adjacent projects.



The pieces that keep your business visible

A strong brand and website give people somewhere meaningful to arrive. Staying visible is what keeps the relationship moving before they are ready to reach out, while they are actively considering their options, and long after a transaction is complete.

We can help you plan the bigger picture, build a focused campaign, or create the resources and systems that make consistent marketing easier to maintain. Support can be one-time, seasonal, quarterly, or ongoing, depending on what your business actually needs.

Long-Range Content Planning

It's easier to show up consistently when you're not starting from scratch every week.

We can build a three-, six-, or twelve-month plan around your business, audience, local market, and actual capacity. That might include content themes, seasonal ideas, campaign opportunities, posting rhythms, prompts, sample messaging, and ways to reuse one good idea across several platforms.

The goal is a plan that sounds like you and doesn't turn social media into a full-time job.

Focused Marketing Campaigns

Some ideas need more than one post.

We can help build a clear campaign around a particular audience, season, service, neighbourhood, or business goal. Depending on the project, that might include strategy and messaging, landing pages, email, social content, postcards and direct mail, print collateral, client resources, forms, or follow-up.

We can build the full campaign or step in for the pieces you need most.

Client Resources and Education

Clear, useful resources help people understand what comes next and feel supported from the start.

We create buyer and seller guides, consultation materials, relocation resources, checklists, FAQs, workshops, mini-courses, and other tools that make complex information easier to follow.

They can help someone choose you and make the client experience even more smooth.

Ongoing Creative and Strategic Support

Marketing rarely stays finished for long. Websites need updates, plans shift, and new ideas come up.

Ongoing support moves with your business: campaigns, newsletters, print, client touchpoints, website updates, referrals, follow-up, and social strategy or content. Full social account management is available on a limited basis.

Some clients want regular support; others call when something new is taking shape. We're here for both.

Build around what you need

Support can be one-time, seasonal, quarterly, or ongoing. We can build the plan, create the pieces, improve what you already have, or stay involved as your business continues to grow.

The quiet systems behind a better client experience

The client experience is shaped by more than what people see. It also depends on what happens after they inquire, how clearly they are guided, and whether the follow-up is consistent. We can improve one step, connect several pieces, or build around the tools and workflow you already use. These are starting points, not fixed lists.



Open house follow-up

A sign-in form that does more than collect names. Guests can be tagged by interest, sent a next-day follow-up, and moved into the right next step before the lead goes cold.



Client Suite delivery

A guided buyer or seller experience with the right emails, guides, checklists, and timelines in place before clients start asking what comes next.



New listing announcements

A smoother launch system for new listings: website feature copy, social post copy, email copy, open house details, and key property notes prepared together so the listing shows up clearly and consistently in more than one place.



Seller update reports

A simple weekly or milestone-based update that helps sellers understand what has happened, what feedback has come in, what marketing has gone out, and what comes next.



Deadline reminders

Financing, inspection, condition, closing, and document dates organized into reminders that are easier to track and harder to miss.



Referral path

A dedicated referral page or form that makes it easy for a happy client to send someone your way, with a thank-you message and follow-up path already planned.



Past client touchpoints

Thoughtful check-ins that help you stay visible after closing without sounding canned: home anniversaries, seasonal notes, market updates, and helpful reminders.



Lead response support

A clearer path for what happens when someone fills out a form, asks a question, downloads a guide, or clicks from social, so fewer warm leads disappear into the inbox.

We can also work with the tools you already use, including forms, email platforms, booking systems, CRMs, websites, and brokerage platforms, to help the pieces better come together.

*Every business runs a little differently.
This is where most conversations start, not where they end.*

WHERE TO START

Start where the experience could be smoother

You don't need to rebuild everything at once. Most agents already have useful pieces in place: a brokerage profile, a referral network, a brand they like, a CRM that handles the basics, a website with a strong foundation, a recognizable name in the community, or clients who are happy to recommend them.

The opportunity is usually not about starting over. It's about making what you have clearer, more current, and easier to use – for you and for your clients.

IF YOUR CARDS, LETTERHEAD, OR MATERIALS ARE OUT OF STEP WITH THE REST

↳ **Start with the brand pieces.**

IF PEOPLE NEED A CLEARER PLACE TO LAND

↳ **Start with the website.**

IF THE WEBSITE HAS A STRONG FOUNDATION, BUT COULD FEEL CLEARER OR MORE CURRENT

↳ **Start with a Refresh.**

IF STAYING VISIBLE KEEPS FALLING TO THE BOTTOM OF THE LIST

↳ **Start with a content plan or campaign.**

IF CLIENTS KEEP ASKING THE SAME QUESTIONS

↳ **Start with client resources.**

IF FOLLOW-UP, UPDATES, REFERRALS, OR REMINDERS ARE TAKING TOO MUCH HEADSPACE

↳ **Start with workflow support.**

IF SEVERAL PIECES NEED TO WORK TOGETHER BETTER

↳ **Start with a custom project.**

Every piece can stand on its own.

Already have a brand, site, brokerage profile, or system you like? We can meet you there.

Tell us where the experience feels unclear, outdated, or harder than it needs to be, and we'll help you choose the right place to begin.

That could mean one physical piece, a new client resource, a focused campaign, a website update, or a better way to connect the tools you already use. If you're not sure what needs attention first, start with a Presence Review & Action Plan.

Payment plans are available for larger projects.





START HERE

See where the experience could be smoother

Before you spend anything, run your current web presence through The Scorecard. It takes about five minutes and helps you see what people experience when they look you up: the first impression, the website, the words, the follow-up path, and the places where things could feel clearer or easier to act on.



theyellowfrontdoor.ca/the-scorecard

Want a more detailed look?

Start with a **Presence Review & Action Plan** for a practical review of your website, brand pieces, messaging, and client path: what is working, what feels unclear, and what to fix first.

Visit theyellowfrontdoor.ca/presence-review

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