



RLI MARKETING SESSION

The Property Marketing sheet and PowerPoint template can be found at the [Chapter website](#) under Resources.

Instructions for Presenting a Property

1. Download **RLI Marketing Sheet**

Complete with necessary information. For Property Name: Use a name specific to the property, i.e. Lazy Girl Ranch, 4-Tree Ranch. DO NOT preface the property name with “The”, “RLI” or other generic terms. This one sheet of information is so the group and moderator can all be on the same page during your presentation. Be sure to include pertinent information as part of your presentation such as: water rights, mineral rights, restrictions, conservation easements, capacity or production, etc.

2. You can submit your presentation using the PowerPoint template or if you have drone videos, commercials, virtual tours, or other type of video for your listings, they must be in a raw format such as MP4.

If you are using PowerPoint, download the Marketing **PowerPoint Template** from the website. Complete with necessary information, pictures, maps, etc. Save the PowerPoint with the same name that you have identified on the Marketing Sheet, i.e. Lazy Girl Ranch, 4-Tree Ranch.

Send the PowerPoint presentation or video to rli.coloradochapter5@gmail.com no later than the Tuesday preceding the scheduled Thursday Marketing Session. ***Please indicate if this is a first-time presentation of the property or a major change since property was previously presented.***

3. You will be sent a confirmation that your PowerPoint was received. If you do not receive a confirmation within 24 hours, please resend the file.
4. If you do not get the presentation sent by the deadline, please bring it with you on a stick, thumb drive, (whatever you want to call it). The presentation will be loaded that morning, but will be placed at the end of those previously submitted.
5. For all presentations, whether PowerPoint or video, be sure to bring copies of the Marketing Property Sheet. This one sheet of information is so the group and moderator can all be on the same page during your presentation. Additional information, such as your marketing flyer, can be attached, but the Marketing Sheet must be the cover page.

6. RLI Chapter Member's new presentations will be given priority in the morning marketing session. At the appropriate time, attendees will be asked to put their packet(s) in a slotted flex file for attendees to pick up.

If you have multiple presentations, place only the first one that you want to show to the group. Additional presentations will be called for after the first group has been completed.

When your property comes up in the order, you will be asked to come to the front of the room and make your presentation. The group and the moderator will be able to follow along with your presentation, because the Marketing Sheet will be the front page with pertinent information.

Each marketing presentation (PowerPoint or video) is allotted 5 minutes, 4 minutes for the pitch and 1-minute Q&A, so keep this in mind as you plan how you will present your listings.

7. Don't forget to bring a list of your buyers for the afternoon "Buyer Board" portion held at each meeting.