



YOUR GUIDE TO PUBLICIZING

YOUR ESTEX AWARD

www.estexawards.com



Congratulations!

Winning a business award is no small feat.

You did it!

If you properly publicize it,
this can serve as a great marketing tool.

We are here to help you succeed.

Maximize your win with our tips
on how to promote your success.

Set aside some time on your calendar
to celebrate your achievements.

You've worked hard and it's time
to make the most of it.

Don't feel like you have to do everything
at once. Take your time and tackle each
task at your own pace.

Get Social

01 Schedule a post.

Share the news of your award on social media and let your supporters join in the celebration with you. Need help crafting the perfect post? Check out the options we provide on the next page.

02 Make a reel.

Lights, camera, action! Videos and reels are a great way to share the big news about your award. Look no further than the next page for some inspiration and ideas that will have you shining on screen.

03 LinkedIn

LinkedIn is a trusted platform to share updates with your network - both personal and professional. Make sure to add your achievements to the "Honors and Awards" section to showcase your success in the long term.



TEXT OPTIONS FOR SOCIAL MEDIA POSTS

I am excited to share that I have received an Estex Award, a great honor for real estate agents. My clients have been a crucial part of my journey and I am grateful for their support. Being recognized for my skills is incredibly rewarding and motivates me to continue growing in my field.

I'm honored to announce that I've received the Estex Award for 2024! Estex works hard to find the best real estate agents so you don't have to. They evaluate agents on their proficiency and ability to ensure a successful transaction. Thank you to my brokerage, colleagues, and clients for the opportunity to help. Here's to growth and success!

SOCIAL MEDIA REEL IDEAS

Use the award graphic as the backdrop for your reel. Speak about your experience and express your gratitude for being recognized for your hard work. Thank your clients for their unwavering support of your business. Conclude by sharing your commitment to growth.

Do an “unboxing” style reel. Treat yourself to an item from our store. When it arrives, film yourself opening the box to reveal the Estex Award item. Talk about your experience and how it feels to receive the award while you are opening the box.

Elevate the experience with the power of a pat on the back. Ask your boss to join forces for a reel. Film yourselves together and have your broker announce your win and congratulate you.



Show off your award in your email signature.

Here's how to do it in Gmail.

- Open Gmail.
- At the top right, click Settings > See all settings.
- Be sure you are under the "general" tab.
- In the "Signature" section, choose "create new."
- Give it a name. Then upload your image.
Tip: Your image also counts toward the character limit. If you get an error, try to resize the image.
- At the bottom of the page, click Save Changes.
- Also check your "signature defaults" in that section.

OR

- Use [this link](#) to edit a signature graphic in Canva.
- Using the steps above, add the graphic.



Make the impact last.

TOP THREE TIPS



01 TOP OF MIND

Add the award to your website and social media pages to keep it at the forefront of your clients' thoughts.

PUT IT IN PRINT 02

Display the award on the footers of your marketing materials. It's important to showcase it in as many places as possible.



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03 SHOW IT OFF EVERYWHERE

Reward yourself with merchandise. From t-shirts to banners to phone cases, we have a variety of ways to display your win.

The Ultimate Hack

The ultimate hack to make the most of an award or investment is to let others do the talking for you.

Below is a quote from Estex to help you do that:

“

Earning a distinguished place in the real estate industry, [insert name] has received an accolade from Estex Awards.

[Insert name] received the esteemed "Distinguished Agent" award from Estex. The Board of Judges recognized [insert name]'s distinctiveness and outstanding qualities after a thorough review of his/her application.

Estex Awards serves as a showcase for the most talented and committed real estate agents. This award is a testament to the dedication and diligence of those who receive it.

”

Share Your Journey

Share your achievements with your followers and let them join in on your journey. Be clear and confident in your storytelling, and don't forget to invite them to celebrate with you!

Tell your followers about the awards process and what motivated you to enter.

Tell your followers about the process. Let them know that you submitted proof of your accomplishments and abilities and that your application was independently evaluated by a qualified Estex judge.

Sample Press Release

Share the news of your success with your community.
Ask your broker to use the example below to create a press release to send to your local newspaper.

{Your Brokerage Name}

{Your Brokerage Logo}

Contact

{Your Brokerage Contact Information}

{insert date}

LOCAL REAL ESTATE AGENT RECOGNIZED WITH DISTINGUISHED AGENT AWARD BY ESTEX AWARDS

{Your Town, State} — An outstanding, local real estate agent has been honored with the prestigious Distinguished Agent Award by Estex Awards. This recognition serves as a testament to his/her excellence in the real estate industry.

Estex Awards introduced the first-ever nationwide awards program in 2023. The program was created to enable home buyers and sellers in making informed decisions when choosing an agent.

This award is a highly coveted accolade that signifies the recipient's commitment to delivering unparalleled service. This agent has met stringent standards set by Estex Awards, showcasing his/her commitment to excellence and client satisfaction.

In a competitive field where professionalism and expertise are paramount, {Agent Name} truly stands out. His/her recognition by Estex Awards sets {Name} apart as a leader in the field.

Estex Awards' nationwide awards program aims to celebrate the achievements of real estate professionals who go above and beyond in delivering exceptional results and client satisfaction. The introduction of this program reflects Estex Awards' dedication to promoting excellence and setting a benchmark for industry standards.

For more information about the Distinguished Agent Award and Estex Awards, please visit estexawards.com.

About {Name}

{Insert information about you and your business.}

[End of Press Release]

What's next?

Join a community
of like-minded individuals.

**Membership
Information.**

01



Get some swag.

02

**Estex Award
Merchandise**

