

Spotlight Marketing

Great marketing gets great results. This section shows agents how to elevate every listing with a high-impact marketing strategy that includes professional photography, video tours, targeted social media, and printed materials that make an impression. With tools like Spotlight Marketing, Back At You, Facebook PPC, and customized postcards, you'll create maximum exposure and attract the right buyers. Learn how to make your listings stand out online, in print, and everywhere in between.



[Screenshot 2025-04-11 at 4.38.06 PM.png](#)

The Spotlight Marketing Program



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