

Expert Content Strategy Guide

General Postcards – Home Maintenance

June 2026



Ready-to-deploy postcards that keep you in front of customers and prospects.

- **A turnkey content library.** Launch with a curated set of seasonal home maintenance postcards designed to drive ongoing engagement.
- **Flexible by default.** Every asset ships in all ordering methods (Direct Mail, Non-Direct Mail, EDDM) and both single and cobranded formats – so any team member, in any market, can use them.
- **Make it your own.** Easily duplicate any asset to create variations across ordering methods and branding types, or rework the template entirely to build a postcard for something different.
- **What's in this guide.** Each page covers two postcard topics and their supported ordering and branding options.

**All communications should be reviewed prior to publishing the assets to end users.*

Seasonal Home Maintenance

Quarterly home maintenance checklist
for each season



Home maintenance recommendations for each season

Four ready-to-send postcards – one per season – that give homeowners (and renters) a quick checklist to keep their space in shape:

- **Spring (1319)** – roof inspection, gutter cleaning, AC tune-up, exterior caulking, pruning, and fence/walkway checks.
- **Summer (1320)** – deck and patio prep, foundation grading, fence and vent inspection, pool chemistry, and pest-screen repair.
- **Fall (1321)** – gutters and downspouts, heating system service, hose draining, fireplace damper check, and weatherstripping.
- **Winter (1322)** – pipe protection, smoke and CO detector tests, reversing ceiling fans, ice-dam roof checks, and dryer-vent cleaning.

Use as-is, duplicate to create regional variations, or rework the template entirely to build a checklist for something different – back-to-school prep, hurricane season, year-end financial tasks.

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Seasonal Home Maintenance

Spring Home Maintenance (1319) and Summer Home Maintenance (1320)



Is Your Home Ready for **SPRINGTIME?**

Warmer weather will be here soon, so make sure your home's ready by checking off these tasks.

- Inspect your roof for winter damage like missing shingles or leaks.
- Check gutters and downspouts for leaks, and remove dead leaves.
- Inspect your air conditioning system, including the outdoor condenser.
- Inspect the exterior caulking and weather stripping around windows and doors.
- Prune any tree limbs that are hanging over your home's roof.
- Check all fences, walkways, storage sheds and decks for damage.

Spring into action—protect your home.

Since springtime's just around the corner, we would like to share these tips so you can make sure your home's ready to welcome the season. If you're thinking of selling soon, contact us for fast, friendly assistance.

Expert Content
1234 Lake View Ave.
Suite 600
Minneapolis, MN 55432

Media Team Admin
Marketing | MMS #12345
O (123) 456-7890
C (888) 888-8888
ExpertContent@TotalExpert.com
1234 Lake View Ave., Suite 600
Minneapolis, MN 55432

Jenna Agent
Real Estate Agent | License: 867530901
O (987) 654-3210
C (123) 456-7890
testagent@generalfirmrealestate.com
4567 Mechanicville Road, Suite 100
Mechanicville, CT 66154

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Make Sure Your Home Can **Take the Heat**

Make sure you're ready for warmer weather...it's easy! Here's a list of maintenance tasks you can carry out in your spare time.

- Inspect and repair your deck and/or patio furniture.
- Check the grading next to the foundation to ensure water drains away.
- Check decks and fences for damage, and replace or repair if necessary.
- Inspect your attic for proper ventilation, as this can help you save energy.
- Inspect your attic and basement for signs of pests.
- Check window screens for damage, and repair or replace these as needed.
- Test the water in your pool or hot tub for pH, chlorine and alkalinity.

Ready for summertime fun?

Since warmer weather's just around the corner, we'd like to share these tips so you can make sure your home's ready. If you're thinking of selling soon, contact us for fast, friendly assistance.

Expert Content
1234 Lake View Ave.
Suite 600
Minneapolis, MN 55432

Media Team Admin
Marketing | MMS #12345
O (123) 456-7890
C (888) 888-8888
ExpertContent@TotalExpert.com
1234 Lake View Ave., Suite 600
Minneapolis, MN 55432

Jonathan Realtor
Agent | License: 12345
O (444) 444-4444
C (555) 555-5555
jonathan.realtor@example.com
123 Main Street
Any Town, MN 55555

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Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Share spring and summer seasonal home maintenance recommendations with homeowners.

Seasonal Home Maintenance

Fall Home Maintenance (1321) and Winter Home Maintenance (1322)



Make sure your home's Ready for Fall

Here's a convenient list of maintenance tips and tasks that will have your home ready for cooler weather in just one weekend.

- Check gutters and downspouts for falling leaves and debris.
- Have your heating system or furnace serviced if needed.
- Drain and store garden hoses, as freezing water inside may crack them.
- If you have a fireplace, check the damper and decide if it needs cleaning.
- Check your doors' and windows' weatherstripping. Replace if necessary.
- Rake falling leaves away from your home's foundation.



Make sure your home's ready for fall. Sweater weather's not quite here, which means it's time to make sure your home and garden are ready for fall. Also, if you know anyone who's planning to make a move soon, feel free to share our contact details.

Expert Content
1234 Lake View Ave.
Suite 600
Minneapolis, MN 55432

Media Team Admin
Marketing | NMLS #12345
O (123) 456-7890
C (888) 888-8888
ExpertContent@TotalExpert.com
1234 Lake View Ave., Suite 600
Minneapolis, MN 55432



expertcontent.com

Jenna Agent
Real Estate Agent | License: 867530901
O (987) 654-3210
C (123) 456-7890
jennaagent@generalrealstate.com
4567 Mechanicville Road, Suite 100
Mechanicville, CT 66154



sampletestweb.com

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Winter home maintenance Checklist

Here are some tips and strategies for keeping your home warm and safe during cold weather.

- Inspect your home's plumbing and water systems to ensure they won't freeze.
- Test smoke and carbon monoxide detectors. Replace batteries if needed.
- Reverse ceiling fans so the blades move clockwise, pushing warm air down.
- If ice dams form on your roof, check your attic's insulation and ventilation.
- Inspect doors and windows for drafts and seal any gaps.
- Clean your dryer vent to prevent fire hazards and increase efficiency.



Chill out in comfort with these tips. Winter will be here soon, so here's a list of tasks to help you prepare your home for cooler weather. If you're thinking of moving soon, contact us for fast, friendly assistance.

Expert Content
1234 Lake View Ave.
Suite 600
Minneapolis, MN 55432

Media Team Admin
Marketing | NMLS #12345
O (123) 456-7890
C (888) 888-8888
ExpertContent@TotalExpert.com
1234 Lake View Ave., Suite 600
Minneapolis, MN 55432



expertcontent.com

Jonathan Realtor
Agent | License: 12345
O (444) 444-4444
C (555) 555-5555
jonathan-realtor@example.com
123 Main Street
Any Town, MN 55555



totalexpert.com

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