

Home Watch Marketing Starter Kit

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How to Use This Kit

This kit gives you the print pieces to start marketing right away: a flyer, two introduction letters, a door hanger, referral cards, five social captions, and a 90-day checklist. Fill in your business name and phone number on the lines below, print what you need, and get it in front of people this week.

Business name:	_____	Phone:	_____
Email:	_____	Service area:	_____

Someone should be checking on your home while you are away.

Home watch service for owners who travel, snowbird part of the year, or manage a second home.

- Weekly or biweekly visits with a photo report after every visit
- Storm and leak checks, so small problems do not become big ones
- A trusted key holder for contractors, deliveries, and emergencies

Business name:

Phone:

Call or text:

Introduction Letter: Realtors & Property Managers

Dear [Name],

My name is [Your Name] and I run [Business Name], a home watch service in [Service Area]. I check on homes while owners are away: weekly or biweekly visits, a written report with photos after every visit, and someone your clients can reach if something comes up.

I am reaching out because your clients often need exactly this. A buyer moving in from out of state, a seasonal owner heading out for the summer, or a rental sitting vacant between tenants all benefit from having someone watching the property and documenting every visit. I am insured, and every report includes photos so your client, and you, always know the property was checked and what was found.

I am not asking for anything today beyond keeping me in mind. If a client ever asks who watches an empty home, I would be glad to be the name you give them. I have attached a card and a short flyer you can pass along, and I am happy to answer questions or meet in person any time.

Thank you for your time.

Sincerely,

Your name:

Business name:

Phone:

Email:

Introduction Letter: HOA & Condo Managers

Dear [Name],

My name is [Your Name] and I run [Business Name], a home watch service serving [Service Area]. I know your office regularly hears from residents who are heading out for the season and want someone checking on their home, or from owners simply asking whether anyone in the community offers this kind of service.

I would like to be the name you give them. I perform weekly or biweekly visits, checking for storm damage, leaks, and anything else that needs attention while an owner is away, and I send a written report with photos after every single visit. I am insured, and I follow a written key holder agreement so residents know exactly how their access is stored and used.

I am happy to leave a stack of flyers at your office, or to introduce myself at a resident meeting or in a newsletter if that is easier for you. There is no cost or obligation to you, and I am always available if a resident has a question about what home watch service includes.

Thank you for considering me.

Sincerely,

Your name:

Business name:

Phone:

Email:

Door Hanger

Front

We checked on this home today.

- Exterior and interior visually inspected
- Photo report sent to the homeowner
- Questions? Call or text below

Back

What this visit includes: a walk around the exterior, a check of doors and windows, and a look for signs of leaks, pests, or storm damage. A photo report goes to the homeowner the same day.

Business name:

Phone:

Referral Card (print, cut, and hand out)

Know someone who leaves their home empty for the season?

I would love an introduction.

Business name: _____

Phone: _____

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Five Social Post Captions

Departure season

Heading out for the season? We check on homes while you're away: weekly or biweekly visits, a photo report after every stop, and someone you can reach if anything comes up. Ask about a plan before you go.

Hurricane season

Hurricane season is here. If your home sits empty part of the year, now is the time for a storm plan. We offer pre-storm and post-storm visits with a full photo report, so you know the condition of your home either way.

Holiday travel

Traveling for the holidays? A quick check on your home while you're away means one less thing to think about at dinner. Ask us about a single visit or short-term coverage for the holidays.

After a storm

If you weren't here for the storm, we can check your home today: exterior damage, leaks, power, and a photo report before you have to worry. Call or text below.

New year

New year, new peace of mind. If you're still checking on an empty home yourself, or nobody is checking at all, let's talk about a simple weekly or biweekly visit plan for the year ahead.

90-Day Marketing Checklist

Matches the plan in the Home Watch Marketing article at homewatchtools.com/learning-center/articles/home-watch-marketing-plan.

Weeks 1 to 2: setup

☐	Claim and complete your Google Business Profile with real photos
☐	Publish your free listing on HomeWatcherList.com
☐	Finalize your business name and pull your trust badge from the media kit
☐	Print this kit: flyer, introduction letters, door hangers, and referral cards

Weeks 3 to 6: partner outreach

☐	Build a short list of realtors, property managers, HOA/condo managers, and insurance agents
☐	Visit or call each one with the introduction letter and a referral card
☐	Follow up once with anyone who did not respond the first time
☐	End every partner meeting with one specific next step

Weeks 7 to 10: neighborhood presence and first reviews

☐	Place door hangers in neighborhoods where you have clients or are prospecting
☐	Add vehicle magnets if you have not already
☐	Post on a community bulletin board or two, with permission
☐	Ask for a Google review after every first completed visit report

Weeks 11 to 13: follow-up and referrals

☐	Circle back to every referral partner with an update
☐	Ask happy clients directly for one referral
☐	Review what is working and double down on it
☐	Send seasonal materials if the calendar has moved into that window