

# Build an emotional connection with clients through music



## Introducing Windermere Real Estate's curated playlists on Spotify

Americans spend about 32 hours a week listening to music, and for Millennials that number is even higher. Since so many activities connected to our homes are enhanced by music, we want to fuel the joy and memories of those experiences through home-inspired playlists on Spotify.

Announcing Windermere's new Spotify channel! With playlists ranging from Housewarming Party to Backyard BBQ, Cleaning Motivation and more, you can offer your clients ready-made soundtracks for every aspect of what it means to be home. We invite you to follow, share, and enjoy. These playlists will be updated and added to periodically to remain fresh and current.



### SPOTIFY SCAN CODES

Spotify codes work similarly to QR codes, except they must be scanned in Spotify. Users are instructed to "Open, Search, Scan" to access the channel or playlist. Codes work in non-digital environments where clicking on a link is not an option. In digital environments, a digital link is best.



### How to use it:

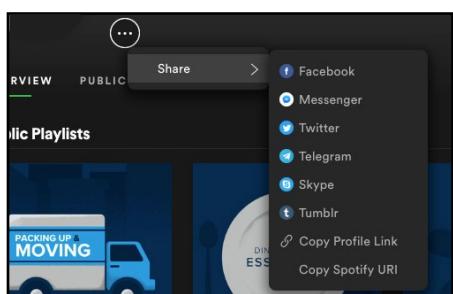
#### SHARE IT ON SOCIAL OR VIA EMAIL

Copy/paste Windermere channel link:  
<https://tinyurl.com/WindermereSpotify>

Share via pre-made links through Spotify:

- Step 1: Go to the Windermere profile (via desktop app or mobile app)
- Step 2: Click on the "..."
- Step 3: Click "Share"
- Step 4: Follow appropriate medium

Same process for sharing specific playlists vs. entire channel.



#### SHARE IT ON YOUR SITE

Embed the code below on your personal website to allow folks to access our channel directly from your page:

```
<iframe src="https://open.spotify.com/ollow/1?uri=spotify:user:95tweats2ye8359lybi6kc4e&size=detail&theme=light&how-count=0" width="300" height="56" scrolling="no" frameborder="0" style="border:none; overflow:hidden;" allowtransparency="true"></iframe>
```

#### PROMOTE IT

Find our Spotify marketing resources at: WORC > MARKETING > MORE > [SPOTIFY](#)

We've created several easy ways you can leverage the playlists in your marketing. Here are a few ideas to get you started:

- Anytime you start working with a new buyer client, share the House Hunting playlist with them via email or social media.
- Share the Cleaning Motivation playlist with new seller clients via Windermere's Home Repair and Cleaning Checklist, available

with the buyer sheets in Windermere's Presentation Toolkit on WORC.

- Share the Packing Up & Moving playlist with clients via Windermere's Moving and Packing Tips checklist, available with the buyer and seller sheets in Windermere's Presentation Toolkit on WORC.
- Send a congratulatory email with a link to the Housewarming Party playlist to buyer clients when they close.
- Print our letter-size sign, featuring the House Hunting playlist code, and mount it on an easel-back board to display at open houses.
- Stay top-of-mind with past clients by sharing our pre-made social media images linked to seasonally appropriate playlists, such as Front Porch Chillin' in spring, Backyard BBQ or Pool Party in summer, and Dinner Party Essentials in fall or winter.
- Print our 24x18" Spotify poster and hang it in your office window to engage passersby.

*We're excited to expand the role we can play in people's homes, before and after they choose to buy one. Happy listening!*

**All in, for you.**