

# TOP PRIORITIES MARKETING CHECKLIST FOR NEW AGENTS

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- Order building signage (see brand guidelines, page 16)
- Fill out [Agent Web Page Info Form](#)
- Fill out [Salesperson Info Form](#)
- Update website
  - Remove any other van line branding
  - Add the Bekins logo to the top half of the page and link it to [bekins.com](http://bekins.com)
  - In the footer, add the logo, the interstate agent phrasing and the licensing numbers: Interstate Agent for Bekins Van Lines, Inc. U.S. DOT No. 2256609 | MC 770031
- Update bios of social media accounts to include Interstate Agent for Bekins Van Lines, Inc.
- Rebrand any ads. Are there any ads you're running currently? Such as in newspapers, magazines, phone books, association directories, etc.? If so, you'll want to add the following to the artwork for those:
  - Bekins logo
  - Interstate Agent for Bekins Van Lines, Inc.
  - U.S. DOT No. 2256609 | MC 770031
- Save the Date for upcoming events (see event website – [wheatonbekins.com](http://wheatonbekins.com))

