

American Lifestyle

magazine

A product of  reminderMEDIA

Guide to
understanding this
unique and
innovative
marketing and
branding
opportunity for
real estate professionals.

Give your clients and prospects a lasting impression.

A lasting impression sets your brand apart from the rest, positioning yourself as an industry leader and an active member

of your community. This status requires consistent and effective communication. However, remaining in your clients' minds and reaching out to new prospects or your centers of influence consistently can be time-consuming.

To help you foster these relationships and build advocates for your business, American Lifestyle provides these seven key benefits:

- Markets your business and your brand when it is more important than ever.
- Ensures consistent delivery of your brand using a 100% turn-key marketing plan—taking almost no time out of your schedule.
- Evokes a positive emotional response among recipients and all secondary audiences.
- Allows you to establish and strengthen extensive social and business relationships.
- Enables you to maintain an active presence within the community by sharing your local insight.
- Makes your contacts feel individually important by using a high-end, personalized marketing approach.
- Says thank you more often to loyal clients.

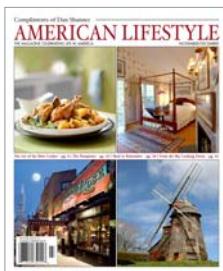
"I find American Lifestyle magazine to be my most successful marketing tool next to the MLS. With every issue sent out, I have received either a new listing or a new referral from someone who receives the magazine. I also send it to some target homes where I'd love to get future business."

—Nancy Haack, RE/MAX Affiliates



American Lifestyle magazine real estate professional's guide.

SUMMARY



American Lifestyle magazine celebrates the flavor and flair of life in the United States. This 48-page publication features seven new articles every issue, covering a broad scope of topics valuable to any audience. Each issue is branded with your photo, logo, and contact information. In addition, each issue is addressed personally to your top contacts. American Lifestyle will enhance your key relationships and increase your likelihood of receiving referrals.

We hope this guide, coupled with an actual magazine, will lead to a better understanding of this well-established and impressive marketing tool.

TABLE OF CONTENTS

Key Benefits	4
The Front Cover	6
The Front Inside Cover Letter	7
The Back Cover	9
The Back Inside Cover	10
The Tear Out Cards	11
Why it Works	13

What makes this marketing approach unique?

KEY REAL ESTATE PROFESSIONAL ADVANTAGES

PERSONALIZED COVER

- Brands each issue with your name.

CUSTOMIZABLE WELCOME LETTER

- Ideal for target marketing, saying thank you, and encouraging referrals.

CUSTOMIZABLE COLLATERAL

- Turns each issue into an appropriately targeted tool that allows you to clearly communicate the benefits of your service, local market insight, and valuable information in a well-received context.

CONTENT OF THE MAGAZINE

- Non-real estate related (other than the above branding opportunities).
- Broad array of lifestyle articles and recipes.

The above offers a unique and innovative marketing approach that is personalized at the client level, yet turn-key.

Please reference the following pages to learn more about the above benefits and to view the beautiful images pulled from the topics found in the magazine.

“ *My clients rave to me about this publication!*

I receive at least 3 calls after every issue I send and at least one referral with every other issue. Just closed a \$1,000,000 sale from a referral from the latest edition.”

—Daniel Kennedy;
Coldwell Banker Bain & Associates

featuring articles on



Travel.
Golf.
Leisure.

Personalized, stand-out marketing.

THE FRONT COVER

Standard marketing pieces sent to our clients rarely cause much of an impact because they are, well, just that—standard. They serve their purpose, but among the clutter, are forgotten as quickly as they are received.

So what makes this marketing approach stand out from the rest?

Beyond the quality and elegance of this unique magazine, customizing the cover puts your name at the forefront. This adds a personal touch that resonates and connects with each individual recipient, ultimately elevating their perception of your brand.

THE COVER

- Your magazines come addressed “Compliments of you” or “Compliments of your team.”
- American Lifestyle always appears to come straight from your desk to their coffee table, making the individual recipients feel valued as your clients.



Making it personal with a targeted approach.

THE FRONT INSIDE COVER LETTER

The ability to tailor your message based on specific client or prospect needs adds increased personalization to every issue, targeting all of your key relationships. Solidifying these relationships enhances your clients and prospects' positive perception of your brand. Opening their magazine to find a personal letter with market updates, financial news, or an individual note reminds them of your distinct ability to meet their specific needs.

American Lifestyle
magazine

Welcome to American Lifestyle magazine!

I wanted to take the opportunity to connect and share this terrific gift as a thank you for your continued support through business and referrals. American Lifestyle is a celebration of the flavor and flair of life in the United States, and takes the reader on a journey of the nation's sights, sounds, smells, and tastes. This 48-page publication features articles on interior design, travel, technology, restaurants, and culture. Entertaining writing coupled with gorgeous photography makes this magazine a must read.

I hope you will enjoy receiving this magazine periodically and that you will allow me to continue to provide great service to you in the future. Please feel free to share this issue with friends and colleagues. I would love to hear what they think of the magazine too.

Thank you again for always keeping me in mind.

Dan Shanner

Dan Shanner
Toll Free: (866) 458-4226
Office: (610) 878-5000
Fax: (610) 878-2000
E-mail: info@remindermmedia.com
www.remindermmedia.com

The Shanners
DAN SHANNER

ReminderMedia
1100 First Avenue
Suite 200
King of Prussia, PA 19406

Customizable letters allow you to tailor portions to reach specific target markets:

- Clients
- Prospects
- Centers of influence

▶ Each letter begins with your desired salutation (Dear Jim/Dear Dr. and Mrs.).

▶ Your first issue will be a standard welcome letter that will introduce recipients to the magazine.

▶ The letter is updated every issue by American Lifestyle editors to reflect the content of the current articles. You can then choose to edit portions or customize the entire letter to reach specific target markets.

▶ The individual letters always say thank you with a personal touch.

Recipes.
Food.
Cooking.



Leveraging collateral pieces to brand your business.

THE BACK COVER

The perfect time to make your statement is when you already have their attention.



COMMUNICATE INFORMATION.

Keep everyone in the loop. Inform your clients about local events that may interest them, or about a change of address they'll need to be aware of. Share a pre-moving checklist, or tips about setting the stage for a sale. Make them aware of all news that adds value to your service.



SAY THANKS. RECEIVE REFERRALS.

Show that you appreciate their business. A simple thank you goes a long way. Use the space to remind them of their value to your business. Place an ad that says thank you and communicates the value of their referrals to your business.

Add value through the collateral pieces.

THE BACK INSIDE COVER

Present valuable information to your target when they are already engaged.

Presenting
RARE SINGLE LEVEL HOME IN VICTORIA ESTATES

Offered @ \$699,500

FEATURES

- 4 bedrooms | 3 baths
- 3 sets of french doors
- Approximately 2,300 square feet
- 3 car garage (one neutral decor, the other kitchen granite & flooring)
- Master suite with large walk-in closet
- Large Family room
- Enchanting side entrance
- Large Backyard w/ highly upgraded

Contact Stacey today to learn more about this fine property.

Stacey Shanner REALTOR®
Cell: 866.458.4226
Email: info@remindermedia.com

TOP 10 REASONS YOU NEED A REALTOR

- REALTORS help determine your true buying power. After evaluating some basic information on your finances, your Realtor will help you understand different financing options and refer you to qualified lenders for pre-approval.
- REALTORS offer a myriad of resources to assist you in your home search, usually far beyond the properties they actively advertise, giving you the very best selection of homes throughout the area.
- REALTORS assist you in narrowing your choices by providing objective information and due diligence, including valuable insight on local communities and responsible professionals for inspections and the like.
- REALTORS help you negotiate and determine the best possible price, financing terms, date of possession... along with details such as the inclusion or exclusion of repairs.
- REALTORS guide you through the closing process to make sure everything flows smoothly, often addressing dozens of questions from the time you initiate a sales agreement and closing.
- REALTORS provide up-to-date information on what's happening in the marketplace, such as the pricing, financing, terms and condition of competing properties when negotiating your own deal.
- REALTORS know where, when and how to advertise your property and connect potential buyers. Consider the fact that there are well over 2 million licensed professionals working in real estate. If you think advertising alone sells homes, think again.
- REALTORS help you objectively evaluate a buyer's proposal to eliminate potential pitfalls.
- REALTORS assist with closing the sale of your home and giving valuable advice. TO REALTORS subscribe to a strict code of ethics and have access to an abundance of resources in their effort to best serve all your real estate needs.

BUYING, SELLING, OR INVESTING—DAN'S YOUR REALTOR®
www.remindermedia.com

► FEATURE LISTINGS AND SALES IN A WELL-RECEIVED CONTEXT.

Soft selling your message by tying it to a gift ensures it is well-received. Buyers, sellers, and investors are all more likely to work with an agent/broker that they feel they can trust. Promoting listings and sales in an appreciated context inspires a positive and trusting response.

► EDUCATE RECIPIENTS ABOUT INDUSTRY TOPICS AND TRENDS.

Informed clients tend to be satisfied ones. Position yourself as an industry leader by communicating valuable information to clients and the community. Maybe you're using a new marketing tool, or have valuable insight on short sales—make everyone aware with consistent and effective communication.

Reach more clients,
more often, more effectively.

THE TEAR OUT CARDS

Increase your exposure—a brand with greater visibility will benefit from greater opportunity

AMERICAN LIFESTYLE

Stacy Shanner
Fax: 610-878-2000
Toll Free: 1-866-458-4226
stace@remindhermedia.com



S The Shanners

1100 First Avenue
Suite 200
King of Prussia, PA 19406

**herb cheese-stuffed
garlic burgers**

Ingredients

- 2 lbs ground chuck beef
- 1 lb ground chuck bacon
- 2 Tbsp chopped garlic
- ½ tsp kosher salt
- ½ tsp ground black pepper
- 2 Tbsp fresh Italian herb mix (oregano, basil, thyme)
- Oil for coating grill grate
- 4 hamburger buns, split

1. Place the beef as directed.

2. Using your hands, mix the beef, garlic, salt, and pepper in a bowl until well combined. Form into 12 individual burger patties.

3. Put a paper (about 1 1/2 oz) of choice in the center of each of the 12 burger patties. Place the bacon on top of the paper and wrap it well around the edges well. Refrigerate the burgers and the grill is ready.

4. Brush the grill grate and coat with oil. Put the burgers on the grill, the bacon side down. Cook for about 4 minutes per side, or until done. Add a minute extra for well-done.

5. Remove the burgers from the grill, serve on the buns. If the bacon has not been cooked enough, keep the burger warm until the bacon is done.

6. If serving the burgers directly from the grill, serve on the buns. If the bacon has not been cooked enough, keep the burger warm until the bacon is done.

Side: -Diced red onion, -Bacon, -Diced green onions, -Cucumbers, -Tomato, -Sweet pickle, -Avocado, -Lettuce, -mustard, -Ketchup, -Mustard, -Cured meat, -Apples (125°F) in bread, 0.5-0.8 in. -Cheese, -mayo, -grilled onions & cheese, -rice, -steamed rice



couscous salad

cooking instructions:

- Put the couscous in a large bowl, and season well with salt and pepper.
- Add a splash of oil and toss to coat. Add the tomatoes and 2 medium onions. Stir, cover, and let cool completely, fluffing gently now and then so that the couscous does not become a stiff pile.
- Add the cucumber, scallions, mint, and lemon juice to the couscous and the tomatoes and the rest of the oil, stirring up with the extra olive oil you don't have enough from the tomatoes, and stir well. Add the cheese, and stir it carefully, especially if it is soft.

The original version of this dish uses broken-up pieces of pita bread. This is a Middle Eastern variation. The herbs and spices are optional, but add flavor. Lame. The dressing is light and not overpowering, but you will need the extra oil to keep the salad moist. Extra virgin olive oil is best.

Reprinted with permission from *Publications International Library*. © 2001 by Publications International, Ltd.



AMERICAN LIFESTYLE

couscous salad

Stacy Shanners
Fax: 847-878-2000
Tel/Fax: 866-458-4276
info@remindermedia.com



The Shanners

1100 First Avenue
Suite 200
King of Prussia, PA 19406

**1 lb. organic
couscous, rinsed
and drained
1 large onion, peeled
1 small zucchini
1 medium bell pepper
1 medium red bell pepper
1 medium red onion
1/2 cup fresh mint leaves
1/2 cup fresh cilantro
1/2 cup fresh parsley
1/2 cup fresh basil
1/2 cup fresh dill
1/2 cup fresh oregano
1/2 cup fresh thyme
1/2 cup fresh rosemary
1/2 cup fresh sage
1/2 cup fresh marjoram
1/2 cup fresh tarragon
1/2 cup fresh mint
1/2 cup fresh basil, shredded**

GIVING MORE THAN THEY EXPECT.

That's how you turn content clients into loyal ones. Tear Out Cards are a perfect example of how a little something extra can be very rewarding. Presenting recipients with content worth tearing out opens the door to more opportunities beyond an appreciated extra. Your contact information will be passed along with the card, increasing your exposure.

A RECIPE CARD FROM A REALTOR®?

Amongst the complex real estate details, sharing a recipe to enjoy bridges the gap.

Including something everyone can relate to reminds them that you're a real person working on their behalf, not just a name behind a company, and helps them to feel individually important.



Interior.
Architecture.
Design.

The overall payoff for real estate professionals.

FOUR GREAT REASONS: WHY IT WORKS

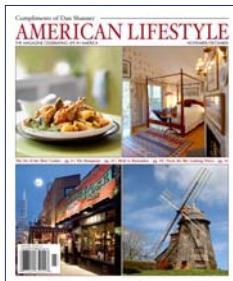
CONTACT

ReminderMedia
866-458-4226

Email:
info@remindermedia.com

TO REQUEST A SAMPLE, GO TO:

www.remindermedia.com



- 01.** **Personalization yields high levels of customer loyalty.** Ultimately, people value a service that makes them feel understood and individually important. **Understand the mind set of your audience.**
- 02.** **Sustainability first.** Retain your most profitable relationships while gaining new prospects, maintaining an active presence in the community, and touching base with your centers of influence. **Bi-monthly communication, with one effort that reaches them all.**
- 03.** **Communicates your message through an appreciated context.** This ensures that your targeted content and brand perception are not just visible to your audience, but well-received. **Send your message when you already have their attention.**
- 04.** **Says thank you.** Your magazine stands out from standard marketing pieces, showing your most profitable relationships that you appreciate their business.



CALL TODAY TO SPEAK WITH ONE OF OUR MARKETING ADVISORS ABOUT HOW TO LEVERAGE THIS UNIQUE OPPORTUNITY TO YOUR ADVANTAGE.