



Customer Success Story

ReminderMEDIA



How a Husband-and-Wife Realty Team
Increased Repeat and Referral
Business 147% in Two Years



The Jacobs-Williamson Team:

Tom Jacobs, JoAnn Jacobs,
and Scott Williamson

Meet the Jacobs:

Tom and JoAnn Jacobs, real estate agents with Coldwell Banker in Tallahassee, Florida, have built up a pretty good book of business. Tom has been helping clients buy and sell their homes for over 20 years. And as the many testimonials of their website attest, their clients are happy with the service they receive.

Here's how they were able to leverage this valuable audience into 20% more income in just two years.



THE CHALLENGE



THE SOLUTION



THE RESULTS



The Challenge:

Up until a couple of years ago, the Jacobs didn't do anything to engage past clients. The fact that they were able to get 17 transactions from past clients in 2013 shows just how valuable those relationships are. And they weren't taking full advantage of it.

“We knew we needed to do something for our past clients,” Tom explained. “We knew it was a gold mine that we were just wasting.”



THE SOLUTION



THE RESULTS



The Solution:

Like most real estate agents, the Jacobs are busy. So they knew that whatever they were going to do to engage with their past clients had to be easy and affordable—especially until they could prove the ROI—but still make a great impression. They couldn't skimp on quality.



🔴 **American Lifestyle magazine turned out to be just what they were looking for.**

Every eight weeks, the couple's clients receive a new issue filled with intriguing articles, beautiful photography, mouthwatering recipes, and a personalized letter from the Jacobs.

Their photo and contact information appears on the covers and the two Tear Out Cards within the magazine to serve as a reminder of their business.



The Solution:

Here's why it met the requirements of ease and affordability:



To get started, all the Jacobs needed to do was submit a photo and mailing list. Then they were able to choose from a wide selection of cover designs, Tear Out Cards, and advertisements. ReminderMedia takes care of the rest, including printing and mailing the magazine.



Each magazine costs only a few dollars, and with a minimum quantity of just 50, it offered the perfect opportunity to test the waters.



THE CHALLENGE



THE RESULTS

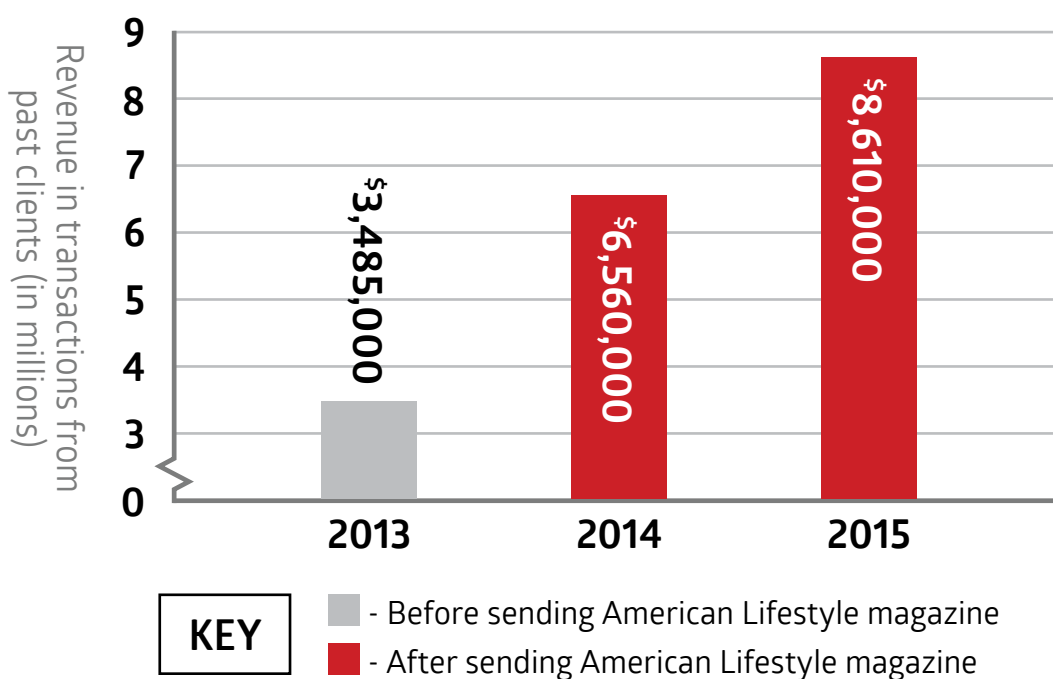




The Results:

The magazine was an instant hit with clients, sparking conversations about articles and recipes.

In just two years, Tom and JoAnn were able to **increase transactions from past clients 147%**, from 17 in 2013, to 32 in 2014, to 42 in 2015. With an average value of \$205,000 per transaction, that increase equates to an **additional \$5.125 million** worth of transactions and **20% more income**.





The Results:

“Just sending the magazine is the only thing we can attribute the numbers increase to,” Tom Jacobs concludes.



START A TRIAL

See more success stories at
www.remindermedia.com



866-458-4226
info@remindermedia.com
www.remindermedia.com