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WEEKLY CONTENT ON OUR BLOG

REMINDERMEDIA.COM/BLOG



Take Note of These Memorable Client Appreciation Ideas



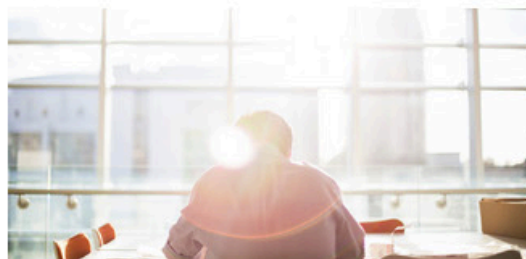
Don't Let Negative Customer Testimonials Damage Your Reputation



Capture This: The Benefits of Video Testimonials



Tips for Your End of the Year Marketing Plan



High Activity Equals Low Anxiety – Low Activity Equals High Anxiety



Learn to Embrace Rejection



Here's How You Can Be the Ultimate Problem-Solver



The Significance Your Hobbies Play in Your Career



Don't Let Sales Objections Get the Best of You



Don't Make These Common KPI Mistakes



Measuring KPIs at Every Level



The Most Important KPIs to Pay Attention To

NEW VIDEOS EVERY WEEK!

YOUTUBE.COM/REMINDERMEDIA





HOW TO FIND SUCCESS IN **2019** WITH YOUR MARKETING

WITH LUKE ACREE
President, ReminderMedia



A hand holding a black pen with a gold-colored clip is writing on a notepad. The notepad has a line graph with a green line showing an upward trend. The background is dark blue with a red diagonal stripe and a grey arrow pointing down.

THE IMPORTANCE OF A MARKETING BUDGET

- ▶ Helps you identify new opportunities.
- ▶ Enables you to be more strategic.
- ▶ Outlines cost and projected results.
- ▶ Ties all tasks to a tangible goal.
- ▶ Keeps the entire team focused.

CREATING A MARKETING BUDGET

- ▶ **The average marketing budget for a service-based sales professional is about 10 percent of your commission income.**
- ▶ **Lead with revenue.**
 - Look at what's working, and keep doing more of that.
 - Reexamine your sales from the previous year.





THE MREA ECONOMIC MODEL

- ▶ Gary Keller, cofounder of Keller Williams, recommends that real estate businesses follow this model.
- ▶ Based on three concepts: what goes in, what goes out, and what's left over.

WHAT GOES IN (Income)

Gross commission income (GCI) is 100 percent of the revenue your business takes in.

WHAT GOES OUT (Expenses)

Cost of sales (COS) are the costs of making a sale, including marketing. This should be limited to 30 percent of GCI.

Operating expenses include your real estate business's overhead, including your office and your staff. That should also be limited to 30 percent.

WHAT'S LEFT OVER (Profit)

When you keep your expenses to those levels, you're left with profit.

A close-up, angled view of a silver calculator and several US dollar bills (including a \$100 bill) resting on a dark surface. The image is overlaid with several diagonal stripes in white, red, and grey. The calculator is a standard desktop model with a numeric keypad and various function keys. The dollar bills are fanned out, showing the portrait of Benjamin Franklin on the \$100 bill.

MARKETING REVENUE CALCULATOR

- ▶ Your marketing budget cannot happen until you set revenue goals for your business.
- ▶ Reverse engineer to determine where your deals are going to come from.
- ▶ Plug in your information and develop the revenue needed to reach your goals.
- ▶ Determine how many transactions are needed, and select the appropriate channels.

\$250,000

GCI

—

\$75,000

Cost of sales (30%)

—

\$75,000

Operating expenses (30%)

=

\$100K

Net profit goal

\$200,000

Average home price

+

\$6,000

Average commission (3%)

x

42

Number of homes

=

\$8,400,000

Sales volume

HOW DO YOU GET THERE?

► Our Real Estate Playbook provides eight tactical ways that you can utilize to help you hit your GCI.

- Farming
- Referral and repeat business
- FSBOs
- Expired listings
- Open houses
- Internet leads
- Seminars





EXCLUSIVE CONTENT

- ▶ Includes multiple real estate content ads that you can select from to customize your Tear Out Cards, Back Inside Cover, and Back Outside Cover.
 - Ads are geared toward financial preparation, dealing with expectations, and what to do after settling.
- ▶ Issue articles are great conversation starters to reach out to past clients and ask for referrals.



USING YOUR MAGAZINE FOR DOOR KNOCKING AND FARMING

- ▶ Customize your magazine with real estate content ads, and bring it with you when you door knock.
- ▶ Pop by with one of the recipes from the magazine.
- ▶ Focus on open houses when you're farming.

USING YOUR MAGAZINE FOR REFERRAL AND REPEAT BUSINESS

- ▶ Select five clients to call a week based off the articles.
- ▶ Utilize issue articles as a conversation starter.
- ▶ Rely on our referral script when making the phone calls.



This creamy, buttery polenta dish is accented with aromatic flower petals and orange zest, giving it a fabulously herbaceous floral flavor—perfect for pairing with roasts and vegetables, or as a creative breakfast porridge.

SERVES 4

SOFT POLENTA WITH ORANGE AND FLOWER PETAL BUTTER

INSTRUCTIONS:

INGREDIENTS:

1 cup salted butter, softened
1 orange, zested and juiced
½ cup mixed edible flower petals, plus more for garnish
2 cups vegetable broth
2 cups heavy cream
1 cup polenta
2 teaspoons salt

1 Place butter, orange zest, and mixed flower petals in a medium-sized bowl. Using a rubber spatula, fold the ingredients together until well blended. Spoon butter mixture onto a large sheet of parchment paper, and roll into a cylinder. Refrigerate or freeze until ready to serve.

2 Heat vegetable broth and heavy cream in a large pot over medium-high heat. Once simmering, whisk in polenta and season with salt. Stir consistently until polenta is soft and still runny.

3 Serve hot polenta with sliced butter pats, and garnish with edible flowers (optional).

Tips: This butter is also wonderful on steamed vegetables or poached fish. Edible flowers can be found in some grocery store produce sections, or you can ask the grocery store's florist for help.



USING YOUR MAGAZINE FOR FSBOs AND EXPIRED LISTINGS

Stacey Shanner
The Shanner Group
1100 First Avenue
Suite 200
King Of Prussia, PA 19406

Presorted Standard
U.S. Postage
PAID
Harrisburg, PA
Permit No. 478

Bill and Judy Smith
123 Main Street
King of Prussia, PA 19406

A 4



187 Horseshoe Road CRESWELL, NJ 24581

This home has professionally landscaped grounds and a wraparound porch, which allows for group entertaining. The owners have taken pride in maintaining this treasured home that is made of good, old-fashioned, and solid construction. There are hardwood floors throughout, new siding, and a 2-car garage. Enjoy a dynamic lifestyle, and walk to everything in town. **Offered at: \$499,000**



3292 Ink Road CRESWELL, NJ 24581

This home has professionally landscaped grounds and a wraparound porch, which allows for group entertaining. The owners have taken pride in maintaining this treasured home that is made of good, old-fashioned, and solid construction. There are hardwood floors throughout, new siding, and a 2-car garage. Enjoy a dynamic lifestyle, and walk to everything in town. **Offered at: \$499,000**



Stacey Shanner, REALTOR®

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Email: cs@remindermedia.com
www.remindermedia.com



- ▶ Make your calls on a Monday.
- ▶ Drop by with your promotional copies of the magazine.
- ▶ Download our promotional copy stickers.
- ▶ Showcase a listing or upcoming event to highlight your marketing efforts.



RECAP

- ▶ Every issue is created with you in mind—you have the ability to customize it based on your business goals.
- ▶ If you would like to target one of these areas in an issue, the same can be done for future issues.
- ▶ Now calculate your cost.

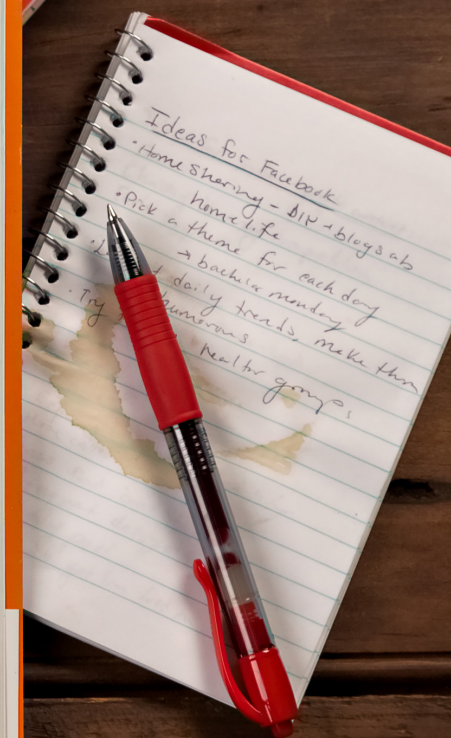
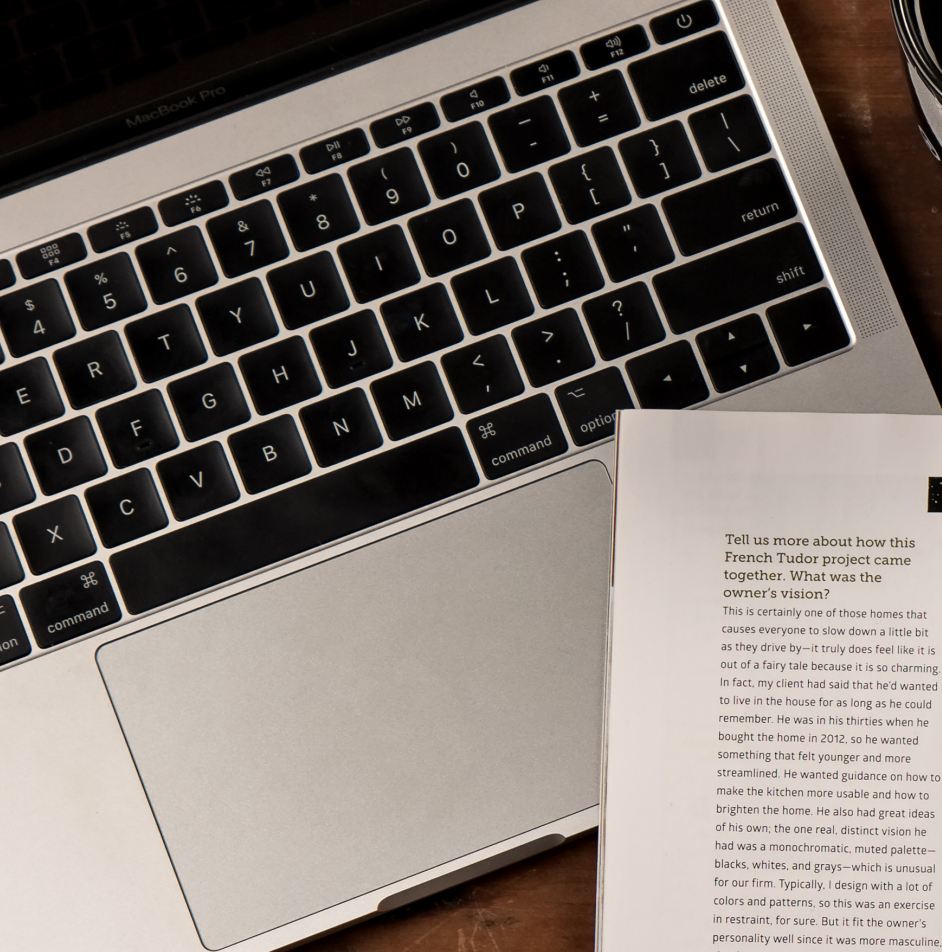
SPECIAL WEBINAR-ONLY DEAL

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**Sign up on remindermedia.com/action and
receive 15 free promotional copies**

Current clients

**Order 20 promotional copies
and we will pay for half (up to 10)**



Tell us more about how this French Tudor project came together. What was the owner's vision?

This is certainly one of those homes that causes everyone to slow down a little bit as they drive by—it truly does feel like it is out of a fairy tale because it is so charming. In fact, my client had said that he'd wanted to live in the house for as long as he could remember. He was in his thirties when he bought the home in 2012, so he wanted something that felt younger and more streamlined. He wanted guidance on how to make the kitchen more usable and how to brighten the home. He also had great ideas of his own; the one real, distinct vision he had was a monochromatic, muted palette—blacks, whites, and grays—which is unusual for our firm. Typically, I design with a lot of colors and patterns, so this was an exercise in restraint, for sure. But it fit the owner's personality well since it was more masculine, simple, and tailored.

Sum up the theme behind this project in a couple of sentences. How did you orchestrate this theme throughout the space?

If I had to put a theme on it, I would call it modern country club gentleman. The design is traditional at its core, well tailored, and refined. It has history and pedigree. There's patina in the finishes, but its modernity is that it isn't pretentious or too serious—it feels fresher.

We kept going back to the word honest when working on this project. Is this material natural? Will it look better with age? Is it simple? Is it clean? Is it straightforward? Is it honest? If it ever felt contrived, forced, or inauthentic, we moved toward something more honest, natural, and real.



“If I had to put a theme on it, I would call it modern country club gentleman. The design is traditional at its core, well tailored, and refined. It has history and pedigree.”

QUESTIONS?



THANK YOU FOR LISTENING!

Recorded session and slides will be emailed to you.

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