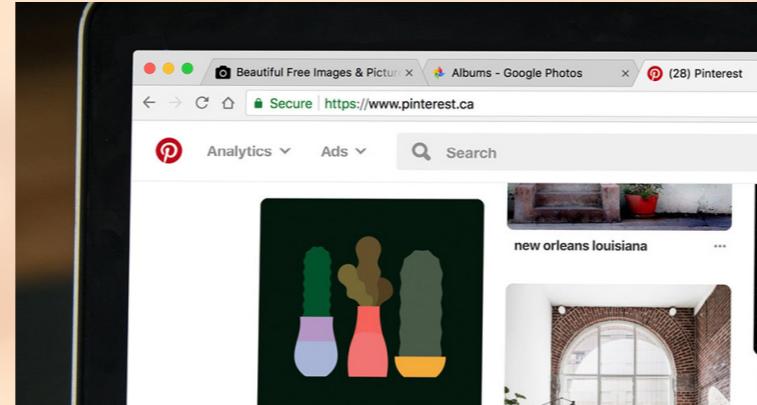


FREE RESOURCES!

REMINDERMEDIA.COM/RESOURCE-LIBRARY



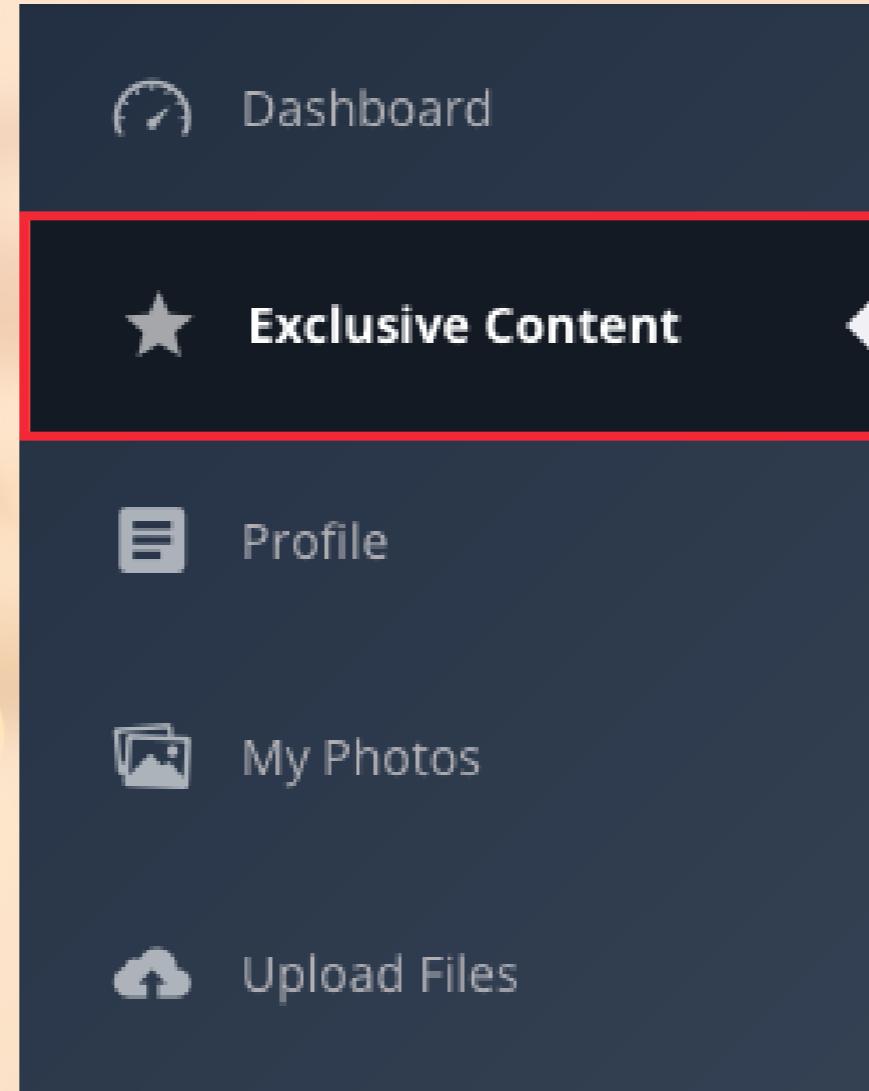
WEEKLY BLOG CONTENT

REMINDERMEDIA.COM/BLOG



NEW VIDEOS EVERY WEEK!

[YOUTUBE.COM/REMINDERMEDIA](https://www.youtube.com/remindermedia)



EXCLUSIVE CONTENT EACH ISSUE!

AVAILABLE RIGHT ON YOUR ACCOUNT

Build a Relationship- Based Business

How to Connect with Customers,
Clients, and Your Community



SEAN CARPENTER

REALTOR®, Coach, Founder of Sean Speaks



LUKE ACREE

President, ReminderMedia





Sean Carpenter

“Building relationships, solving problems, and having fun.”

- A REALTOR® with more than 20 years of experience.
- An in-demand coach, speaker, and thought leader.



ReminderMedia

A pioneer in relationship marketing for service-based sales professionals.

- ReminderMedia's mission is to empower our clients to close more deals and retain more business.
- We do this by focusing on consistent connection, relevant messaging, and relationships, to keep you top of mind.



Poll:
How strong are
your client
relationships?





54%

OF BUYERS

64%

OF SELLERS

found their agent through referrals or used the last agent they worked with.

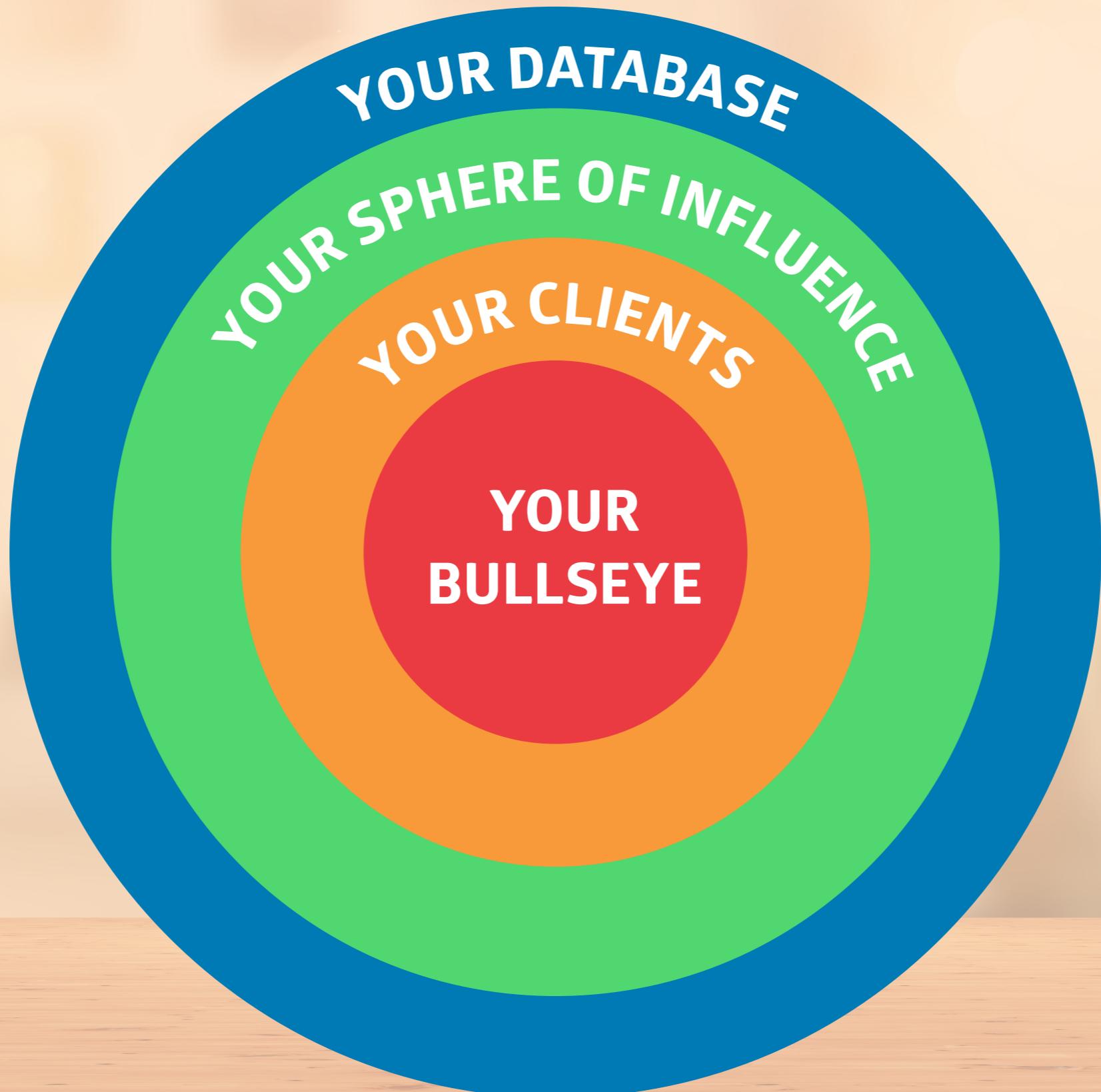
Sourced from NAR 2018 Home Buyers and Sellers Generational Trends Report

The Bottom Line

Strong client relationships
are the key to repeat
transactions, referrals,
and a life of freedom.

...But how do you get there?

Four Levels of a Successful Business



Level One: **Your Database**

- Anyone you have contact information for.
- Record this information in your CRM.



Level Two: Your Sphere of Influence

- “I know them, and they know me.”
- Go from macro to micro when you ask. #whosnext



Level Three: **Your Clients**

- Those who have done business with you previously.
- Remember: they are not *past* clients.
They are clients.
- You should know exactly how many people from your database are clients.





Level Four: Your Bullseye

- *“These people want my success almost as much as I want it myself.”*
- They’re your biggest advocates, but they don’t have to be clients.



The Harsh Reality

None of these people can help you unless you build relationships with them.



Operation R.E.A.C.H. O.U.T.

- A system for building relationships that last.
- These strategies work regardless of industry.
- They can be done in any order (pieces of a bigger puzzle).

Relevance
Everywhere
Ask questions
Content
Humanize Your Business

Online & Offline
Understanding
Tell a story



R.E.A.C.H. O.U.T.

- **RELEVANCE:** Don't be generic. Use messaging and content that speaks to your audience.
- **EVERWHERE:** Go where your clients are. Have conversations unrelated to your business.
- **ASK QUESTIONS:** Learn more about your clients. Listen to the questions they ask you. Let these conversations guide your message.

How ReminderMedia Can Help

- Customers connect with their magazine every other month.
- Personalized letter, down to the individual recipient.
- Use the Social Media Shares feature to share something relevant on a client's wall or direct message.
- Creates organic follow-up opportunities to ask questions and learn more about your clients.



R.E.A.C.H. O.U.T.

- **CONTENT:** Leverage micro-moments (when clients need a quick solution). Have a strong social presence. Lead with visuals.
- **HUMANIZE YOUR BUSINESS:** Have genuine conversations. Give to local charities. Support local businesses and events.



How ReminderMedia Can Help

- Articles and recipes that enrich clients' lives.
- Includes your branding and photo.
- Use your Back Inside Cover or Back Outside Cover to promote local businesses and events.



R.E.A.C.H. O.U.T.

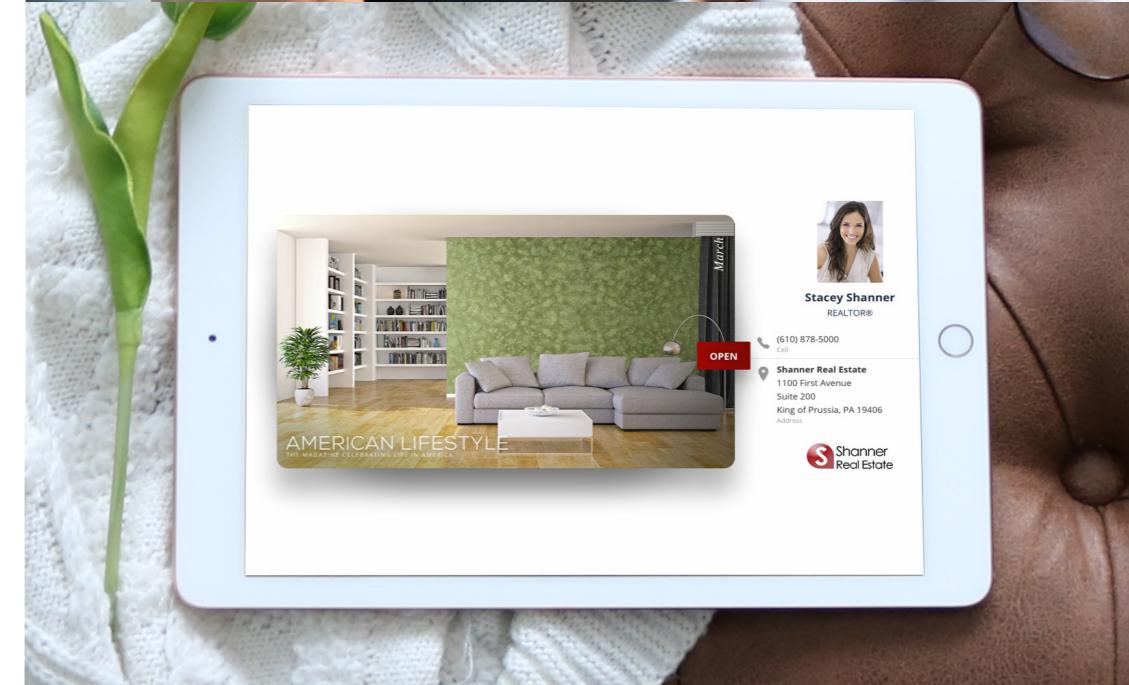
- **ONLINE & OFFLINE:** Be consistent through all channels. Is your brand the same everywhere?
- **UNDERSTANDING:** Learn what customers want. Educate them. Offer resources to them.
- **TELL A STORY:** Magic happens when your story and theirs connect.



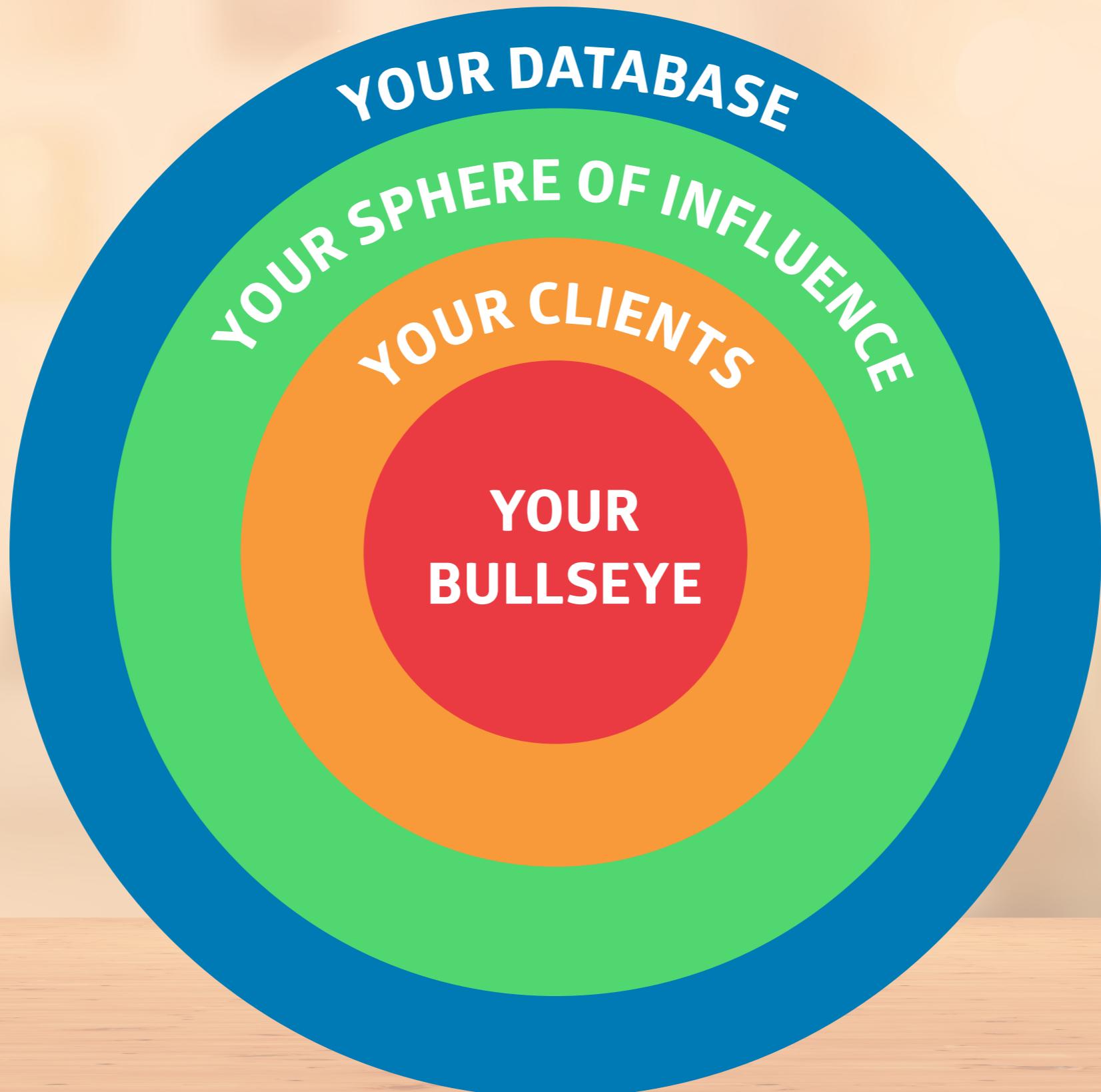
How ReminderMedia Can Help

- Your **digital edition** and Social Media Shares keep your message consistent through digital channels.
- Use your **print magazine** to tell your story through the covers and inside front letter.
- Create brand awareness and educate your clients by using our library of pre-designed **postcards**.

(Market Updates, DIYs, Just Listed, Just Sold)



Operation R.E.A.C.H. O.U.T.





SEAN SPEAKS, LLC.

To learn more about Sean's sessions and bringing
him to your company or association to speak,
visit www.carpscorner.net/contact/seans-speaking-sessions/

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Questions & Answers

- Type your questions in the question box!



Thank you for listening

Recorded session and slides will be emailed to you.



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