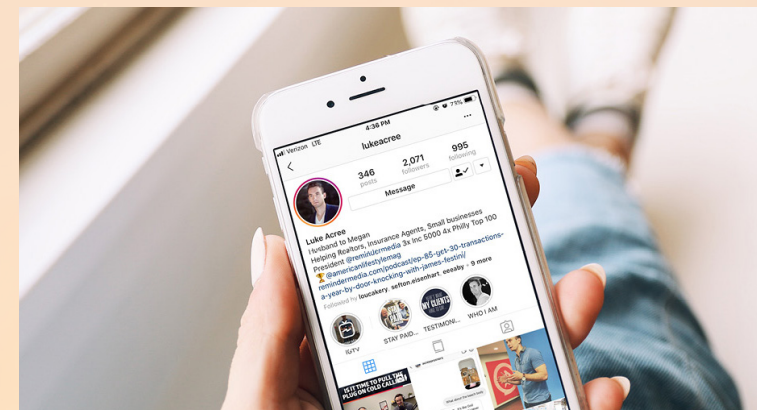
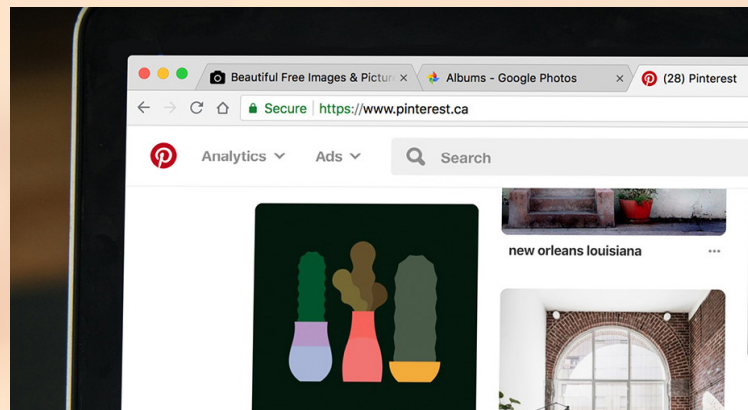




FREE RESOURCES!

REMINDERMEDIA.COM/RESOURCE-LIBRARY



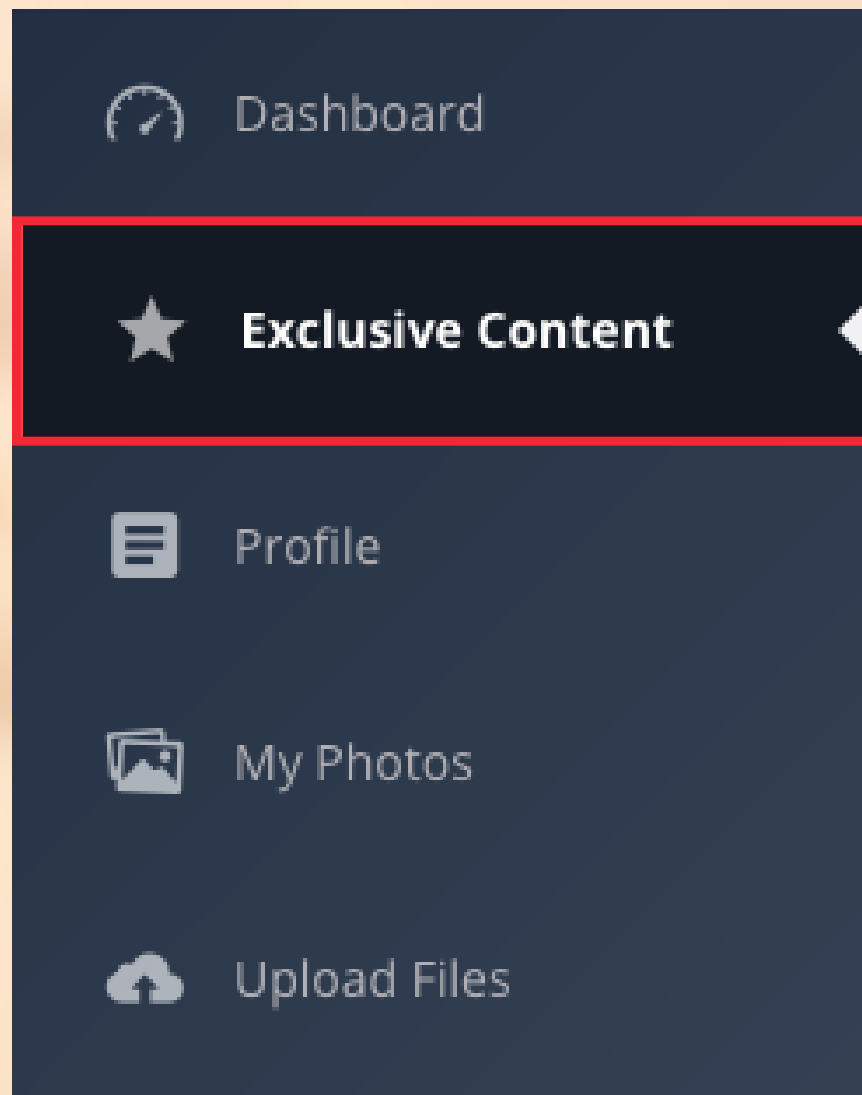
WEEKLY BLOG CONTENT

REMINDERMEDIA.COM/BLOG



NEW VIDEOS EVERY WEEK!

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



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%

The infographic consists of two horizontal bars. The top bar is orange and contains the text '54% OF BUYERS'. The bottom bar is also orange and contains the text '64% OF SELLERS'. Both bars are set against a background of a wooden surface and a blurred indoor scene with warm lighting.

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

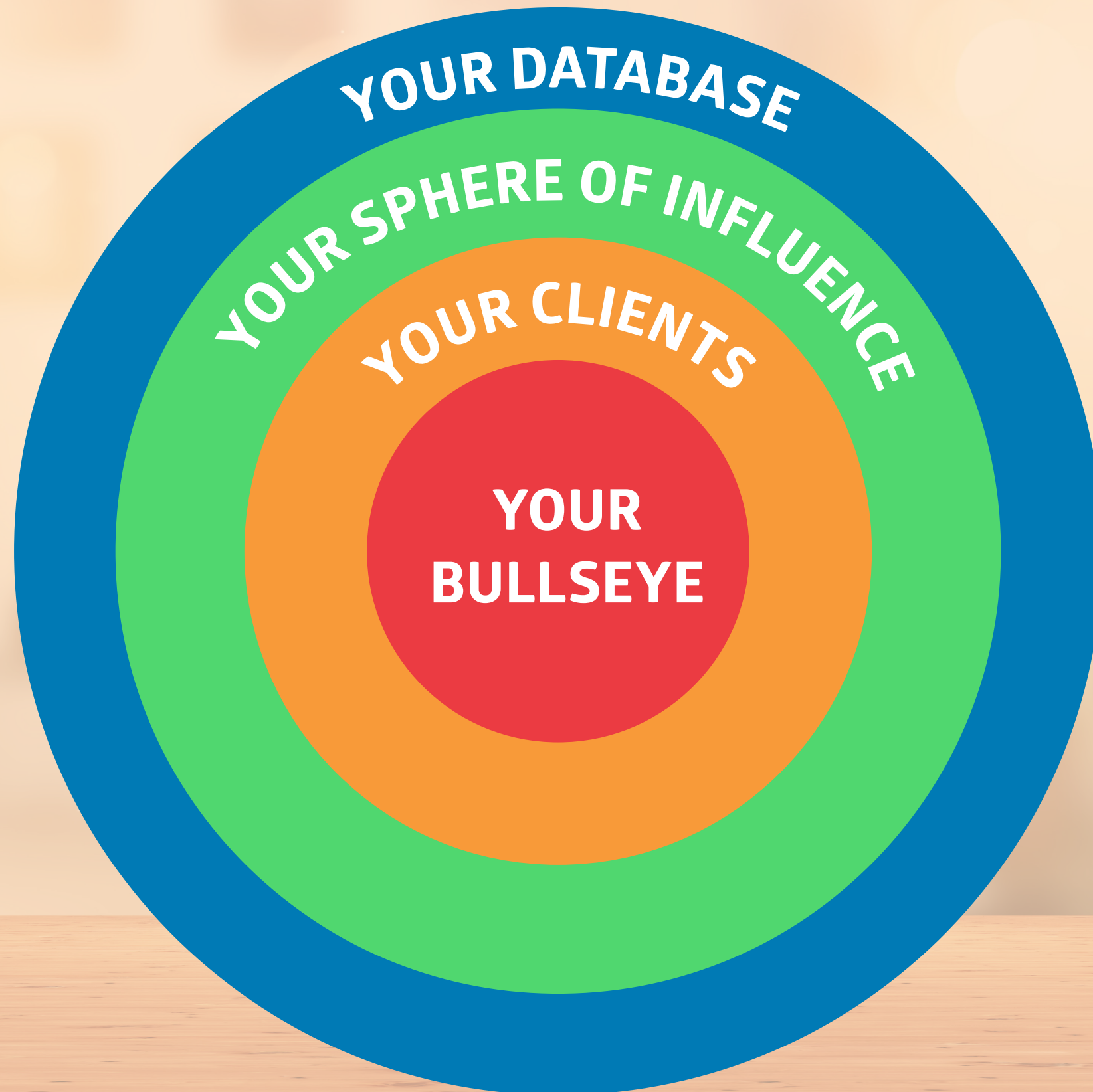
The background features a close-up of a person's hand and arm in a dark suit, holding a large orange circle. Surrounding the circle are several circular icons, each containing a silhouette of a person in a suit. Some icons are connected by lines, forming a network. The overall theme is business and client relationships.

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.



A person in a dark suit and striped tie is holding a large, bright orange circle. The circle contains text. Surrounding the circle are several circular icons, each containing a silhouette of a person in a suit. Some icons are connected by lines, suggesting a network or relationship. The background is dark and textured.

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.
- **EVERYWHERE:** 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.



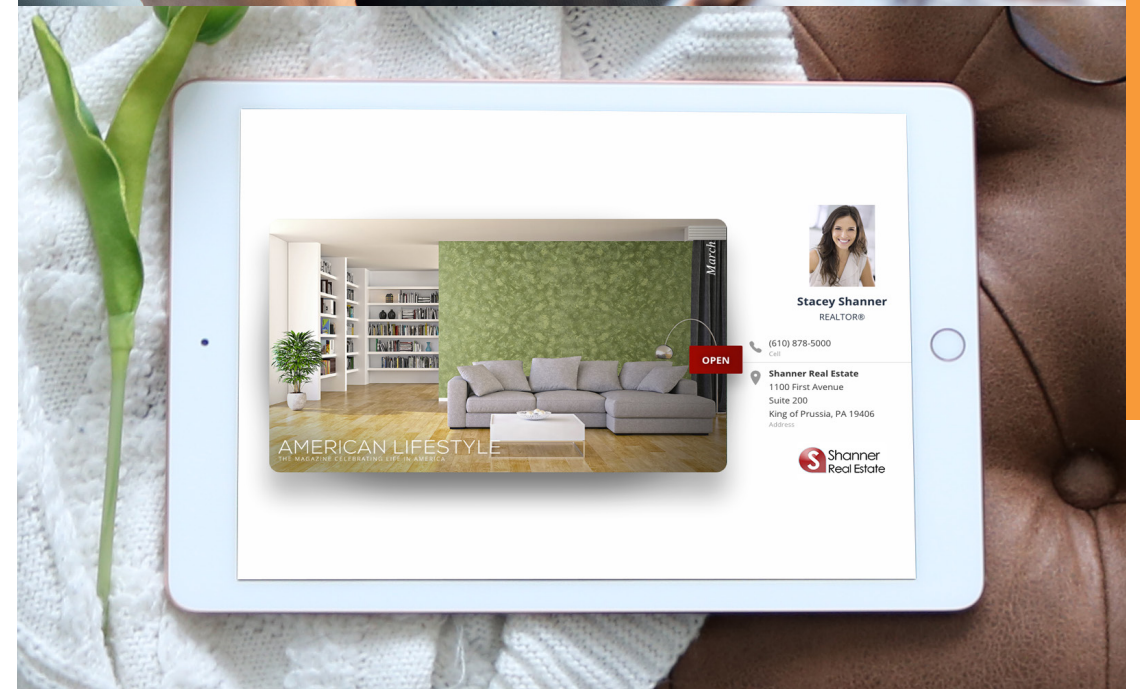
R.E.A.C.H. O.U.T.

- **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.

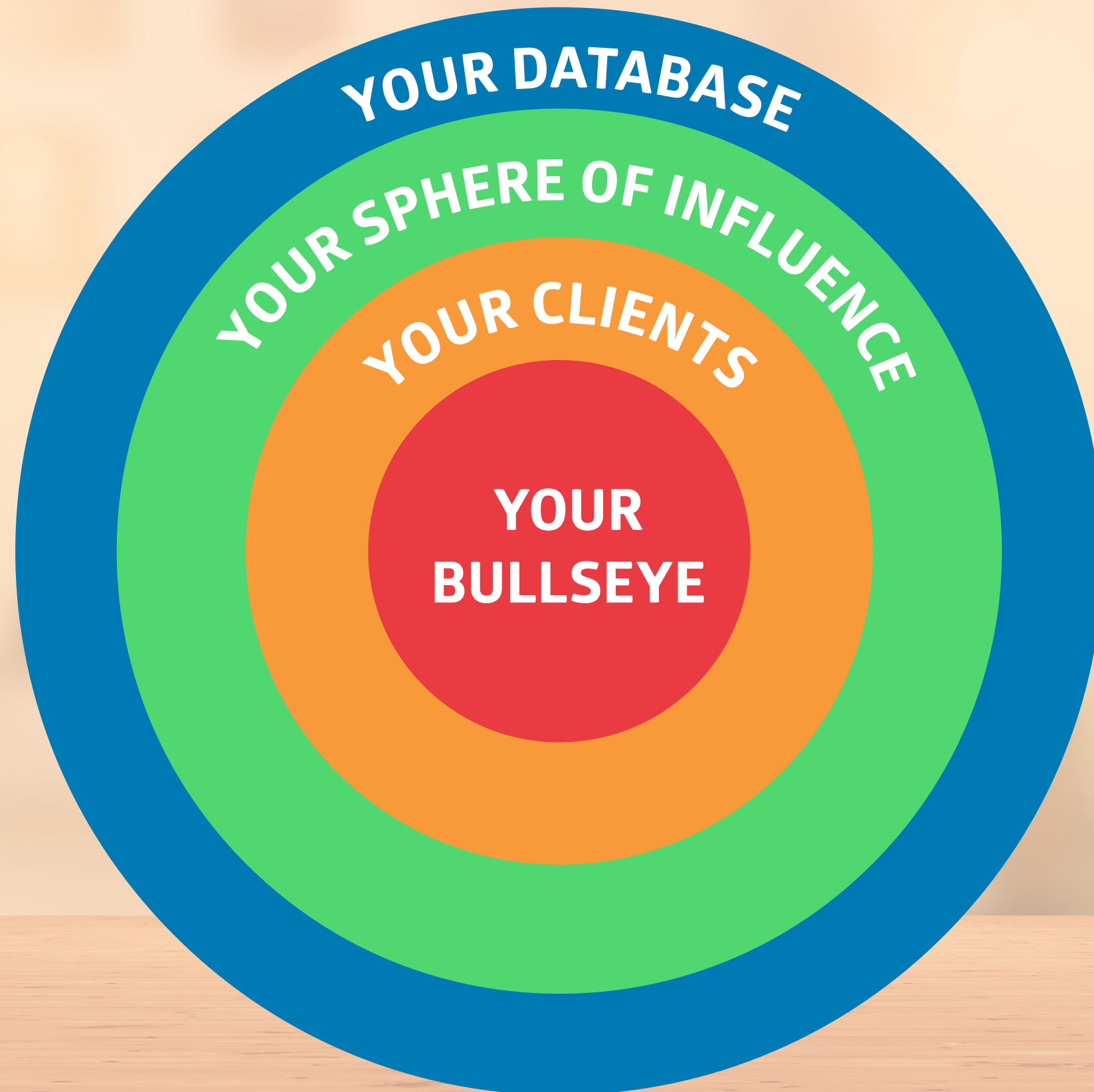


How ReminderMedia Can Help

- 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.carpcorner.net/contact/seans-speaking-sessions/

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CURRENT CLIENTS

Add recipients to your list for your next mailing and we will pay for half (up to 20).

NEW CLIENTS

When you sign up get 15 free magazines and 1 free month of the digital edition.

A woman with blonde hair tied back, wearing a grey blazer over a white collared shirt, is seated in a black leather office chair. She is smiling and looking towards the right, with her right hand raised in a 'V' gesture. In her left hand, she holds a tablet. The background shows other people in business attire seated in similar chairs, slightly out of focus.

Questions & Answers

- Type your questions in the question box!

Thank you for listening

Recorded session and slides will be emailed to you.



 @seancarp |  @seanmcarpenter



 @lukeacree |  @lukeacreeRM

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