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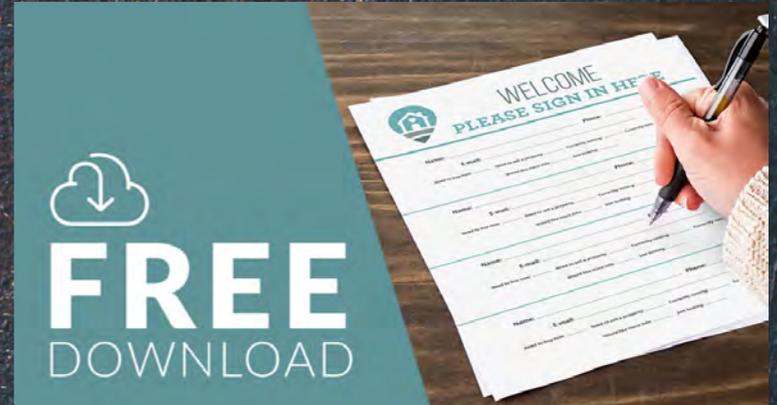
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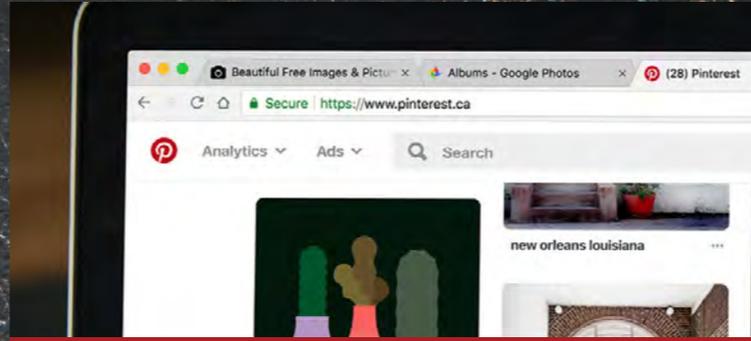
FREE RESOURCES!

REMINDERMEDIA.COM/RESOURCE-LIBRARY





KICK-START YOUR CLIENT RELATIONSHIPS WITH THESE ICEBREAKERS



HOW REAL ESTATE AGENTS CAN BECOME PINTEREST ROCK STARS



REAL ESTATE INFLUENCERS AGENTS SHOULD BE FOLLOWING



STAY TOP OF MIND WITH CLIENTS THIS SEASON



HOW ADVISORS CAN INCREASE RETENTION WITH THE 80/20 RULE



HELPFUL VIDEOS ADVISORS CAN SEND THEIR CLIENTS

WEEKLY BLOG CONTENT

REMINDERMEDIA.COM/BLOG





NEW VIDEOS EVERY WEEK!

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



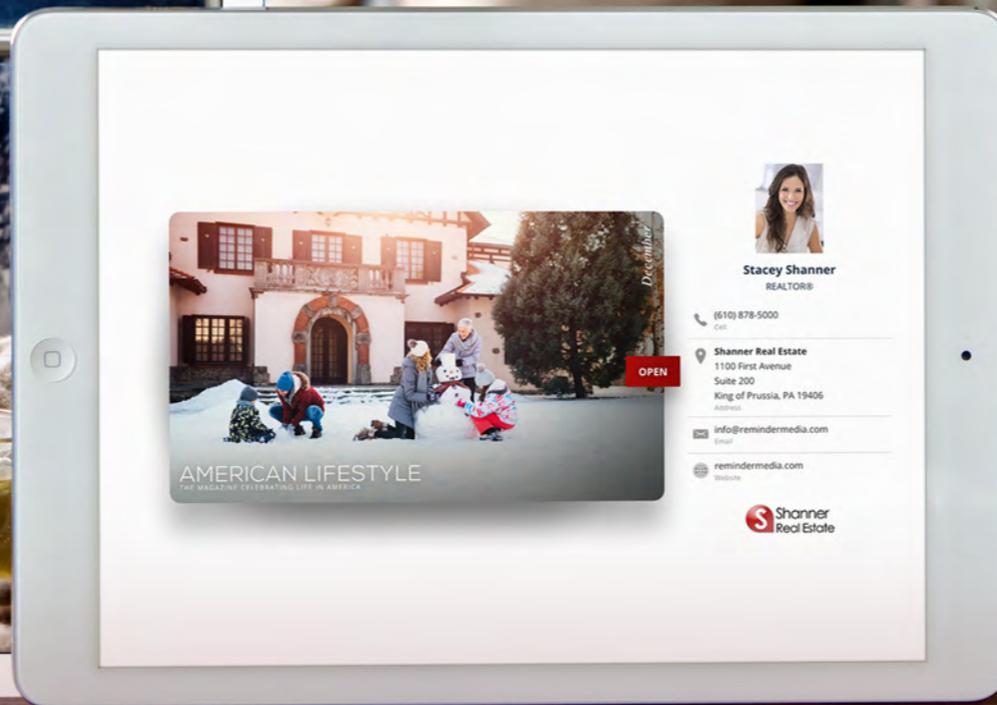


EXCLUSIVE CONTENT EACH ISSUE!

AVAILABLE RIGHT ON YOUR ACCOUNT



How to Earn More REFERRALS OVER THE HOLIDAYS



PRESENTED BY: LUKE ACREE
President, ReminderMedia



WHAT DOES REMINDERMEDIA OFFER?

Relationship marketing that empowers service-based sales professionals to **close more deals** and **retain more business**.

American Lifestyle magazine

American Lifestyle digital edition

Start Healthy magazine

Social Media Shares

Farming with Print on Demand Postcards

Your own Marketing Coach

THE PROOF IS IN THE NUMBERS

54.3

million

people travel
for Thanksgiving

statista.com

28%

of Americans will have
more than 12 people at
their Thanksgiving table

nationwide.com

96%

of American
families gather each
Thanksgiving for a feast

nationwide.com

86%

of American families
gather on Christmas
Eve or Christmas Day

pewforum.com

The winter market has its (chilly) perks:

- Sellers who are actively looking to sell their homes during the holiday months are much more serious.
 - There is less competition, and, on the buyer's side, this can mean lower prices on homes.

nationwide.com

usnews.com

Use your magazine to
CONNECT DURING THE HOLIDAYS

- Updating your mailing list
- Customizing your magazine
- Leveraging your magazine
- Connecting on social media



UPDATING YOUR MAILING LIST

Include those who matter the most:

- ✓ Friends and family
- ✓ Clients with whom you made a transaction during the past year
- ✓ Prospects who are looking to buy in the new year
 - ✓ Local businesses and partners
 - ✓ Old and forgotten leads

CUSTOMIZING YOUR MAGAZINE

Benefits

- The positive exposure keeps you top of mind.
- Long-term consistency is crucial in service-based industries.

78%

of recipients favor the culinary content in the magazine.

80%

of recipients say a cover photo helps them identify a professional for future business.

84%

of readers save tear out cards, giving you a permanent presence in the household.

GfK Stats

WHY CUSTOMIZATION WORKS

“One of my past clients gave the recipe card that’s inside the magazine to a friend who was at a dinner party. The friend made a comment about the magazine, and my client said, ‘She’s our REALTOR®.’ And they said, ‘Oh, we are looking to sell and buy.’ My client said, ‘She’s your girl,’ and we closed on 2 homes.”

—Real estate agent in Alabama

“One of [my] clients who received the magazine called and said she used one of the recipe cards for their Christmas dinner! Loved the tear outs!”

—Financial advisor in New Jersey

“We have been sending American Lifestyle magazine to our ‘A’ clients for approximately 5 years now and the feedback and results have been incredible! It’s something that will sit on their coffee table for months at a time, providing you with a look of professionalism and generosity. A lot of my clients pass it on to other family members after they have read it.”

—Real estate agent in Kentucky

CUSTOMIZING YOUR MAGAZINE

Custom ads

- **Holiday Ad Promotion: Select a custom holiday ad template for ONLY \$49.**
- Choose from a variety of FREE, exclusive content ads, available in your interface.
- You can also create an exclusive custom ad of any kind for \$99.
 - Showcase testimonials from clients you worked with this past year.

dressed FOR THE SEASON

Deck your home with a cohesive seasonal theme. Here are four fresh ideas to try.

SILVER PALACE WITH A POP
 details: mirrors • glass • silver vases and trays • crystal
 colors: silver • white • gray • pops of coral or red
 Use mirrors to play up silver's reflective sheen, and add a variety of bright, sparkling accents like crystals and glittery vases. For added contrast, mix shades of gray with a pop of color like coral or red.

KEEP IT NATURAL TO YOUR LOCALE
 details: everything from succulents • wooden flowers • white vases
 colors: lush greens • chocolate • matte white accents
 Focus on the colors you see outside, so the palette still changes depending on your location. From lush greenery, succulents, and succulents to soft, white, and brown—bring the outside in, and pair with matte white accents.

WARM, COZY, AND NOSTALGIC
 details: sweater material • furlike • gold vases and trays
 colors: winter whites • soft creams • warm greys
 Get cozy with a variety of textures that are in vogue and cozy. Add a touch of nostalgia by using vintage linens and dishes for an extra touch. Add accents of texture with cozy sweater material, furlike, and branch accents.

PLAYFUL, BRIGHT, AND FROZEN
 details: fake snowballs • bright lights • fun winter characters
 colors: bright whites and blues • clear-to-lightly white
 Perfect for kids of all ages. Use fun winter characters like penguins, polar bears, and snowmen. Use your imagination by using jars filled with marshmallows and sugar cubes as decorations. Frame photos of your family.

My Twice-Baked Sweet Potatoes

Ingredients

- 1 tablespoon olive oil
- 4 sweet potatoes
- Sea salt, to taste
- 1 cup granulated butter
- 1 1/2 (small) packages cream cheese, softened
- 1/2 teaspoon salt
- 1 pinch cayenne pepper, or more to taste
- Ground black pepper, to taste
- 1/2 cup mini marshmallows

Instructions

1. Preheat oven to 400 degrees F. Line a baking sheet with parchment paper.
2. Rub olive oil onto the outside of each sweet potato and sprinkle sea salt over each. Arrange sweet potatoes on the prepared baking sheet.
3. Bake until a sharp knife easily pierces the potato, about 50 to 60 minutes. Cool sweet potatoes until easily handled, 10 to 15 minutes.
4. Make the butter in a saucepan over medium heat until it begins to brown and smell nutty, about 5 to 8 minutes.
5. Slice potatoes in half lengthwise and scoop inside into a large bowl. Add browned butter, cream cheese, 1/2 teaspoon salt, cayenne pepper, and black pepper. Mash the mixture using a potato masher until smooth. Spoon mixture back into the sweet potato skins and top each with 1/4 cup marshmallows. Place sweet potatoes back onto the baking sheet.
6. Bake in the oven until warmed through and marshmallows are toasted, about 10 minutes.

Give Thanks

STACEY SHANNER
 Cell: (610) 878-5000
 Office: (610) 878-5000
 customerservice@remindermedia.com
 www.ReminderMedia.com

Home for the Holidays

1971 DAWSON STREET
 King of Prussia, PA 19406

Don't miss the opportunity to make this gorgeously updated colonial style home. Nestled in a private block, the size and charm of this home is outstanding. There is one bedroom on the main floor, which could also serve as a home office or media room. Upstairs has three additional bedrooms and a laundry room. With a large dining room that's perfect for entertaining, you can host all your friends and family for the holiday season!

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The Shanners

May your holidays sparkle with moments of love, laughter, and good cheer.

Have a great Holiday!

Stacey Shanner
 Cell: (610) 878-5000 • Office: (610) 878-5000
 customerservice@remindermedia.com
 www.ReminderMedia.com

The Shanners

This holiday, I AM THANKFUL FOR MY CLIENTS

"Stacey is the best! I cannot begin to express my gratitude for such a smooth real estate transaction. From start to finish, Stacey was thorough and dedicated to helping me find the perfect home. She was extremely patient and really listened to my specifications. She never gave anything less than 100 percent the entire time, and for that, I am incredibly grateful."
 - Nadine Franklin

"What a great experience! We were searching for our very first home and were recommended to Stacey through friends that had used her services in the past. Stacey exceeded all expectations and truly went above and beyond, making our home buying experience quick, painless and enjoyable. She helped us find a home we will love for years to come."
 - Brenda and Tom Mitchell

"All I can say is WOW! Stacey is the most professional real estate agent I have ever worked with, and would definitely work with her again in the future. She was extremely helpful in walking me through the process of buying my new home, and was always there to answer any questions I had. Thank you, Stacey, for your steadfast commitment! I will be recommending you to my family."
 - Daryl Bradley

Contact me today
 for a quote-worthy experience

Stacey Shanner
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The Shanners

CUSTOMIZING YOUR MAGAZINE

Holiday covers

- Holiday-specific options to select from.
- Submit a new holiday photo.
 - Upload to your account, and our system will clean your photo for you.
 - Make your cover more personal by uploading a family picture.



Compliments of Stacey Shanner

AMERICAN LIFESTYLE

THE MAGAZINE CELEBRATING LIFE IN AMERICA

ISSUE 99



Stacey Shanner
Direct: (866) 458-4226



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

UNWRAP THE
JOY THIS
holiday



CUSTOMIZING YOUR MAGAZINE

Front Inside Cover Letter

- Make it personal down to the individual recipient.
- Replace your ordinary holiday card with your magazine.
- Provide a year-in-review recap.
- Include your New Year's resolutions.

Check out this client's creative take on

The Night Before Christmas

To see more holiday letter templates, visit
remindermedia.com/sample-letter-templates

Dear Bill and Judy,

'Twas the night before Christmas and all through the house your realtor wasn't stirring not even her mouse!

The keys and lock boxes were hung up with care in hopes that the buyers soon would be there.

The buyers were nestled all snug in their beds while visions of house hunting danced in their heads.

When what to my wandering mind should appear but all of my clients and referrals from friends far and near.

With your realtor in hand so lively and quick We found your new homes and sold others real quick!

Now Randall, now Ashley, Now Frank and Christine, on Margaret, on Carolyn, on Jim and Debra, on Kim, Jack and Tina!

From the top of my list to the bottom of my sack

NOW THANK YOU, NOW THANK YOU, TO ONE AND TO ALL!
FOR THE VERY BEST YEAR FOR THIS REALTOR® SO FAR!

Merry Christmas to all and to all a Good Night!

Dan Shanner

AMERICAN LIFESTYLE DIGITAL EDITION

Customize your letter

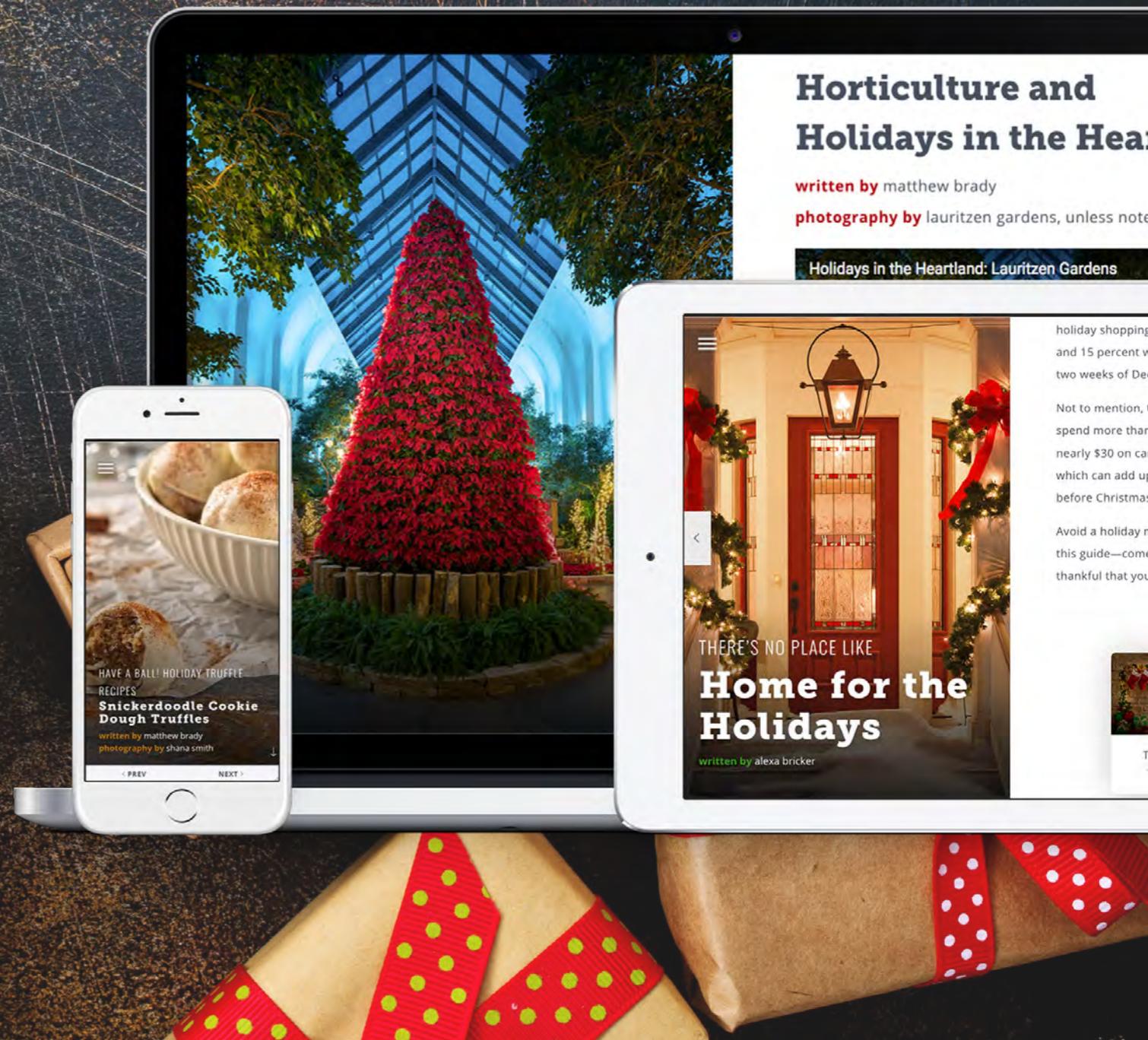
- Provide a year-in-review recap.
- Include your New Year's resolutions.

Video

- Film a thank-you video for your clients.

Text messaging

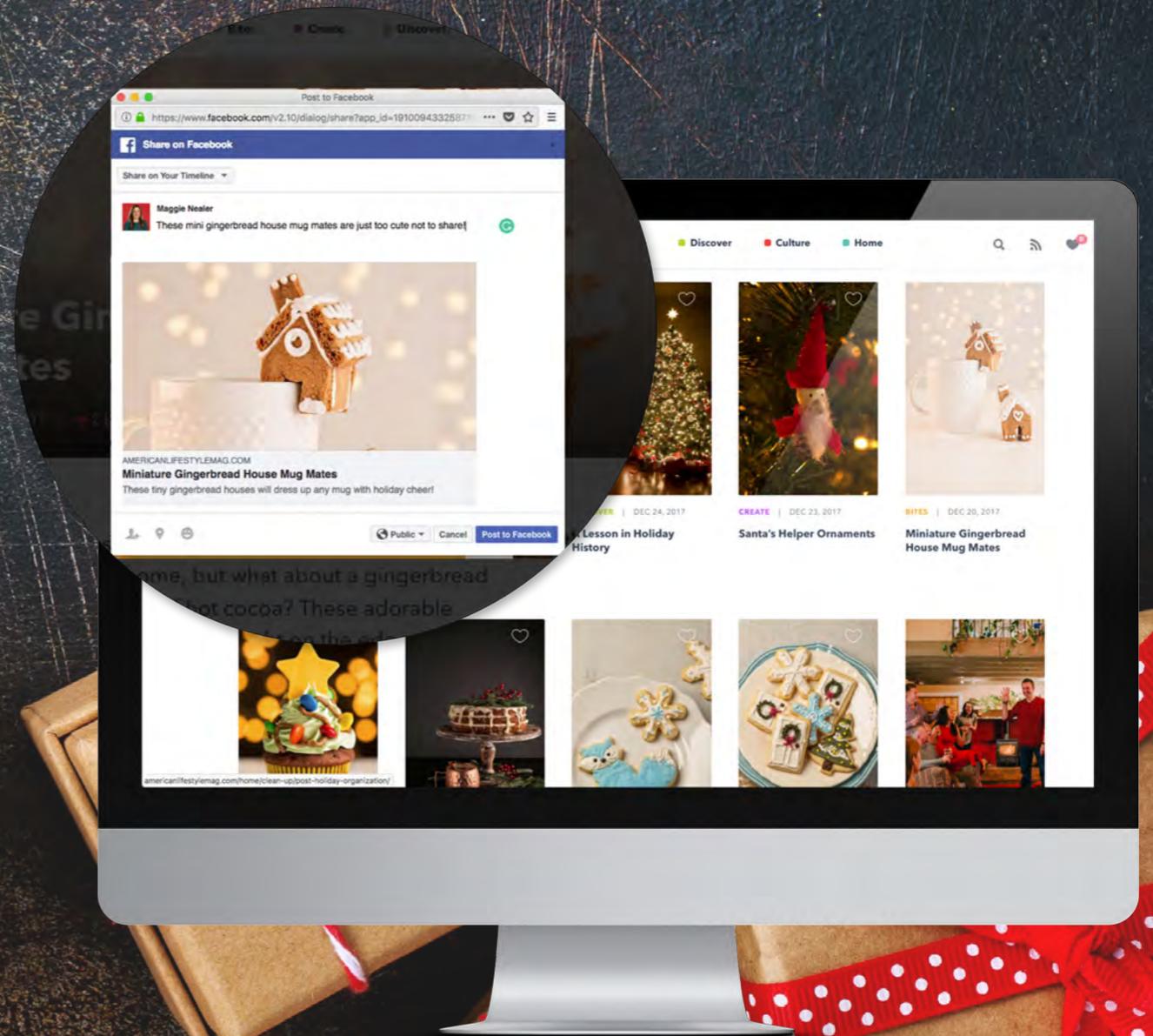
- Send your digital edition via text or DM.



GET SOCIAL!

Ramp up your social media content before the holidays arrive:

- Select content based on prospects' and clients' interests.
- Over 100 holiday-related blogs to share.
 - *Recipes, tips to combat seasonal stress, DIY gifts*
- Actively engage with people who comment on your posts.
- Go live.
 - *Make a holiday dessert recipe*
 - *Broadcast from your holiday party*
 - *Show gratitude for your clients*



LEVERAGING YOUR MAGAZINE

Promo Copies

- Great for networking events like holiday parties.
- Community events like festivals and Christmas markets.
- Select a tear out card recipe to make, and bring it to a party or event along with your promotional copies.



LEVERAGING YOUR MAGAZINE

Call Clients or Do a Pop-By

- Use the magazine to add value.
- Ask for referrals and repeat business.
- Use our call script (it will be emailed to you with the recording).



LEVERAGING YOUR MAGAZINE

Holiday party

- Throw a get-together for anyone you worked with in the past year.
- Utilize our suite of free printables.



HOLIDAYS | CLASSY COOKIE EXCHANGE KIT



FEATURED PARTY RECIPE:
Sweet Jam Roll-Ups

Sweet Jam Roll-Ups

INGREDIENTS

| | |
|-------------------------------------|---------------------------------------|
| 8 oz. cream cheese, softened | 1 (15-18 oz.) jar of jam or preserves |
| 2 sticks of salted butter, softened | Powdered sugar |
| 2 1/2 c. flour | |

MAKES ABOUT 60 COOKIES

INSTRUCTIONS

1. Preheat the oven to 375°F.
2. Combine the cream cheese and butter with an electric mixer until mixture is fluffy. Slowly spoon in the flour, approximately 1/2 cup at a time.
3. Once dough is formed, make a small log, cover with plastic wrap, and refrigerate for about 15-20 minutes.
4. Lightly dust two sheets of parchment paper with a 2-inch slice of dough between the two pieces. Don't stick to the paper, thinner than a piece of paper.
5. Peel away the top layer of wax paper, and cut circles in the dough with a glass. Remove one circle at a time, and fill with about 1/2 teaspoon of jam. Fold two ends of the dough over, pinch it closed, and fold it down.
6. Place on cookie sheet, and bake for 20 minutes, or until lightly golden.

KEY: - - - - - cut along edge



POCKET-SIZED NETWORKING SCRIPTS

OVERVIEW:
For service-based sales professionals, social events offer ample opportunities to make connections and jumpstart profitable relationships.

Print out these networking scripts and use them to have meaningful conversations with the people you meet.

WHAT'S INCLUDED:

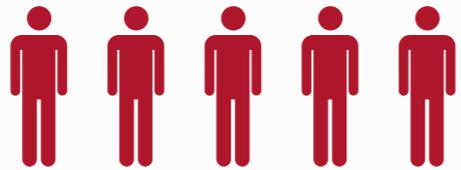
- Small Talk/Networking Scripts
Quick guides for having essential conversations.

FOR MORE PRINTABLES, VISIT www.remindermedia.com/resource-library.

KEY: - - - - - fold along edge



ROI REFERRAL MAP



Send American Lifestyle magazine to **50 recipients**

avg **38%** referral rate



19 referrals

avg **50%** close rate



9.5 clients



Average home sells for **\$200,000**

3% commission

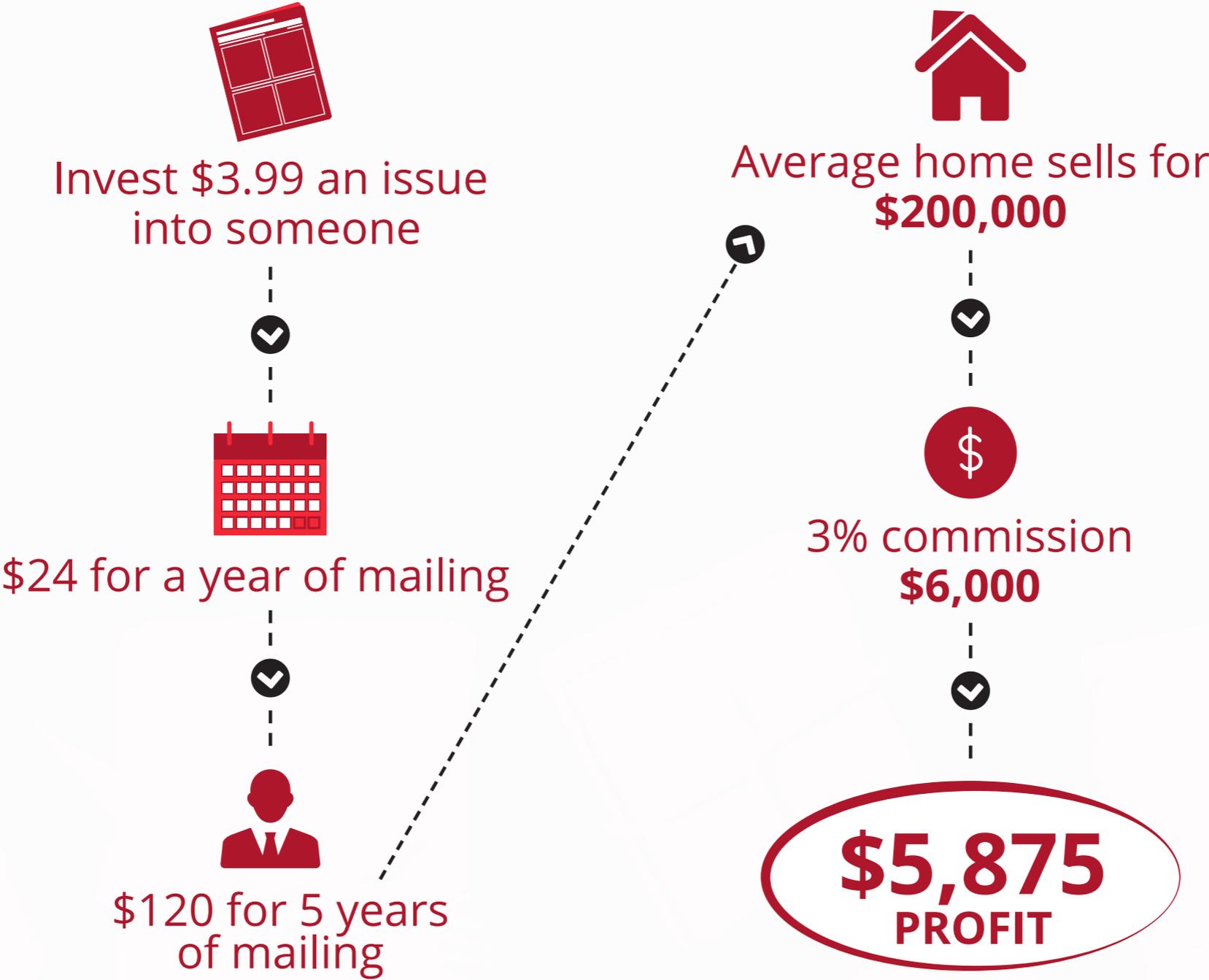


\$6,000 GCI

x 9.5 clients

\$57,000
PROFIT

REPEAT BUSINESS ROADMAP



WEBINAR DEAL

Customers:

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

New Sign-ups:

15 free magazines on your first mailing for the holidays.



QUESTIONS & ANSWERS

Type your questions in the chat box!



THANK YOU FOR LISTENING

Recorded session and slides will be emailed to you.

📷 @lukeacree | 📘 @lukeacreeRM

📷 @ReminderMedia | 📘 ReminderMedia | 📺 @ReminderMedia | 📺 ReminderMedia

