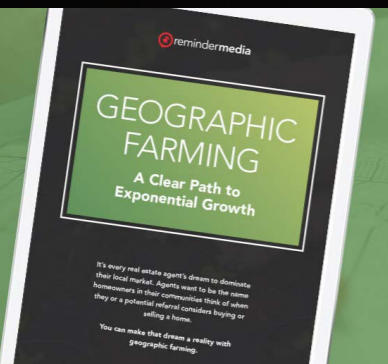


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Stacey Shanner
Shanner Real Estate

- Dashboard
- Recipients
- Good to Be Home
- Digital Edition
- Local Events
- Branded Posts
- Postcards **NEW**
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Attach these labels to your closing gift basket!



Everything you need to host a successful open house!



Keep track of your budget and goals for the year.

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THE SCIENCE BEHIND THE ROI

The Effectiveness of
ReminderMedia's Branded Magazines




Luke Acree

 @lukeacree |  @lukeacreeRM



Josh Stike

 @staypaidpodcast

A man with short hair, wearing a blue denim shirt, is sitting at a white table. He is looking down at an open magazine he is holding. On the table next to him is a white mug. The background shows a bright, modern interior with white shelves and a window with blinds. A large teal overlay covers the right side of the image, containing white text.

WHAT WE'RE GOING TO TALK ABOUT TODAY

The latest GfK survey results.

What we've learned about readers and how they're using your magazine.

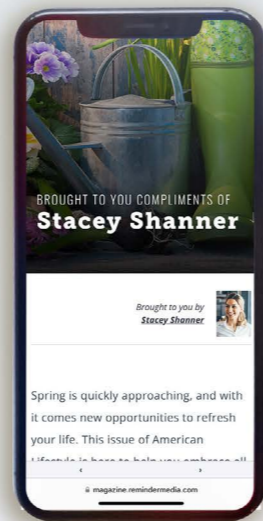
How to apply what we learned to your business.

WHO IS REMINDERMEDIA?

Pioneers in relationship marketing for service-based sales professionals.

Creators of high-quality marketing tools like our branded magazines to help clients garner repeat and referral business.

Coaches that help to empower clients to close more deals and retain more business.



ABOUT GfK

In business over 85 years.

Among world's largest marketing research institutes.

Third-party, independent company using data analytics and AI to guide companies' decisions.

Original study in 2016 to survey your clients.

We did another survey in 2019 and 2023.



WHAT WE LEARNED FROM MAGAZINE RECIPIENTS

Engagement with the magazine.

Value the magazine gives
to your clients.

Impact on repeat and
referral business.

Aspects of the magazine that
provoke the most interest.



CUTTING THROUGH THE NOISE

Humans see
4,000 – 10,000
advertisements a day.

HOW ARE PEOPLE RECEIVING THE MAGAZINES?

81% from a professional they previously worked with.

10% from a professional soliciting new business.

7% from family or friends.



ACTION ITEM

- Update Your Database





A shelf life of

4.5 WEEKS

in homes

20% of people keep the magazine for 10+ weeks!

52% keep the magazine on the coffee table.

29% keep the magazine on the kitchen table.

54 MINUTES

is the average time recipients spend reading the magazine.

Readers spend twice as much time reading the magazines **than viewers spend watching Ted Lasso and Friends.**

70% read for 30 minutes or more and **26%** read for an hour or more.



Every issue is read by at least
2.9 PEOPLE

29% of recipients share the magazine
with 1-2 people outside of the house.



ACTION ITEM

- Make sure one of your Tear Out Cards is a recipe.
- Place magazine in high traffic areas.
- Ask this one question...



54%

of magazine recipients have taken some sort of action because of the magazine customization.

56% saved a recipe Tear Out Card.

42% shared a Tear Out Card.

21% shared a magazine or Tear Out Card **to pass along contact information.**

...lar ways to live healthier is by going
...dy and the planet--and two sisters
...n making the lifestyle easy and
...eir cooking classes, cookbooks, and
...of year more exciting and fleeting as
...he most of this short, splendid season. As
...send you this magazine.

Stacey Shanner

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www.remindermedia.com

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



SERVES 4

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 **YOUR LOGO HERE**

COVER PHOTOS INCREASE AWARENESS OF YOUR BRAND

89%

agree the photo and
information on the cover
help them identify
local professionals for
future business.



ACTION ITEM

- Use a cover with your photo.
- Change your images for the pet edition or holidays.



76%

of consumers choose the first business they think of.

- The Millionaire Real Estate Agent



A person's hands are shown holding a white calculator over a desk. On the desk, there is a small yellow house model and a blue folder containing a document labeled 'CONTRACT'. The background is a blurred outdoor scene with sunlight.

67%

of buyers interviewed only
one real estate agent during
their home search.

- NAR 2022 Profile of Home
Buyers and Sellers

FAVORITE CONTENT AMONG RECIPIENTS

American Lifestyle

Start Healthy

Good to Be Home

RECIPES + COOKING
82%

RECIPES + COOKING
90%

HOME DECOR
82%

HOME DECOR + DIY
78%

FITNESS + EXERCISE
66%

RECIPES + COOKING
80%

TRAVEL
70%

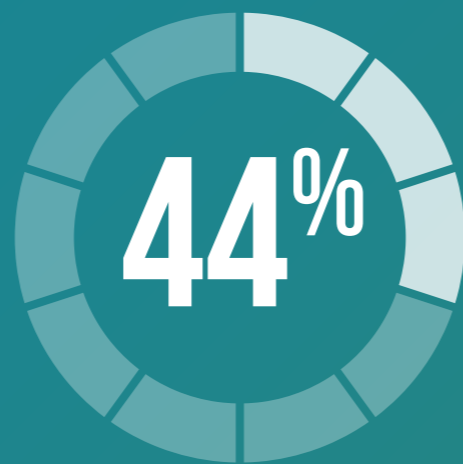
TRAVEL
65%

HOME IMPROVEMENT
77%

MAGAZINE RECIPIENTS' PLANS FOR NEXT YEAR



PLAN TO REMODEL
THEIR HOME



PLAN TO REMODEL
THEIR BATHROOM



PLAN TO REMODEL
THEIR KITCHEN



PLAN TO SELL THEIR
HOUSE/RESIDENCE



PLAN TO BUY A SECOND
OR VACATION HOME



ACTION ITEM

- Use these interests to partner with local businesses.
- Use interests as part of outreach/planning for clients.





THE RECIPROCALITY EFFECT

After receiving a benefit, people feel a deep-rooted psychological pressure to reciprocate.

85% of recipients appreciate the professional more because of the magazine.

310%

of recipients were prompted to refer their professional in the last 12 months **BECAUSE** they received the magazine.

69% have referred the professional sending the magazine one or more times.



POTENTIAL COMMISSION BREAKDOWN



Send magazine to
50 recipients



avg **31%**
referral rate



16 referrals



avg **50%**
close rate



8 clients



Average home sells for
\$436,800*



3%
commission



\$13,104 GCI



x 8 clients

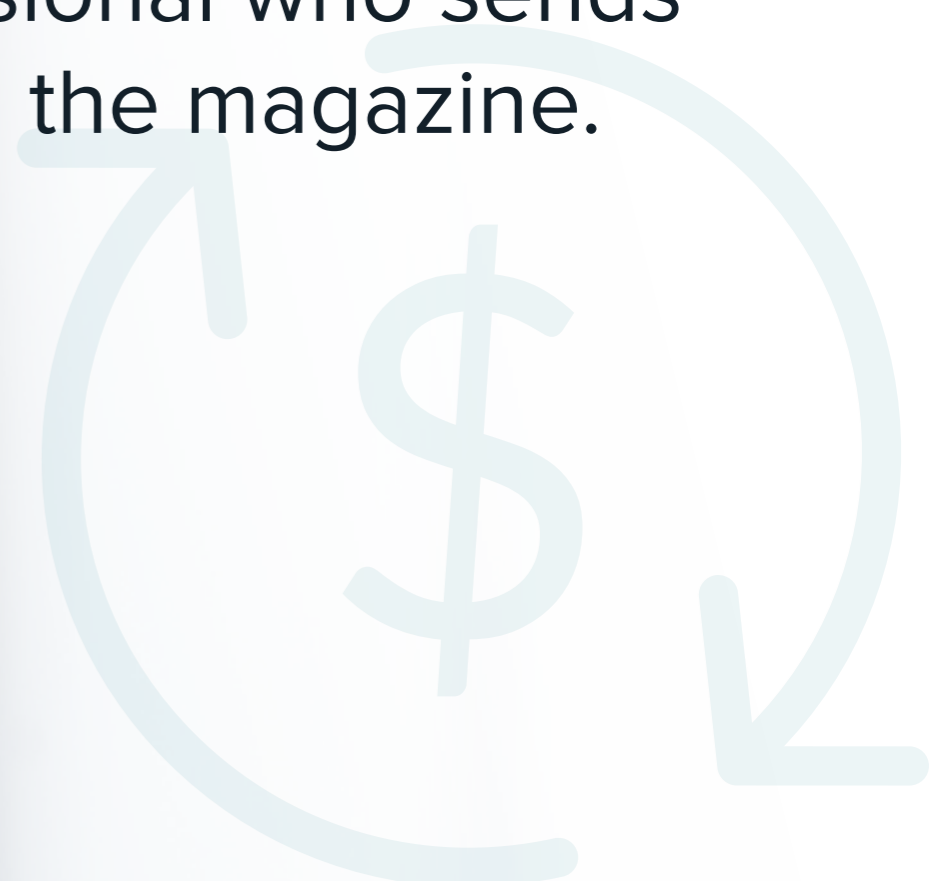
\$104,832
GCI

*Median sales price of homes sold in the U.S. in the first quarter of 2023 according to Federal Reserve Bank of St. Louis

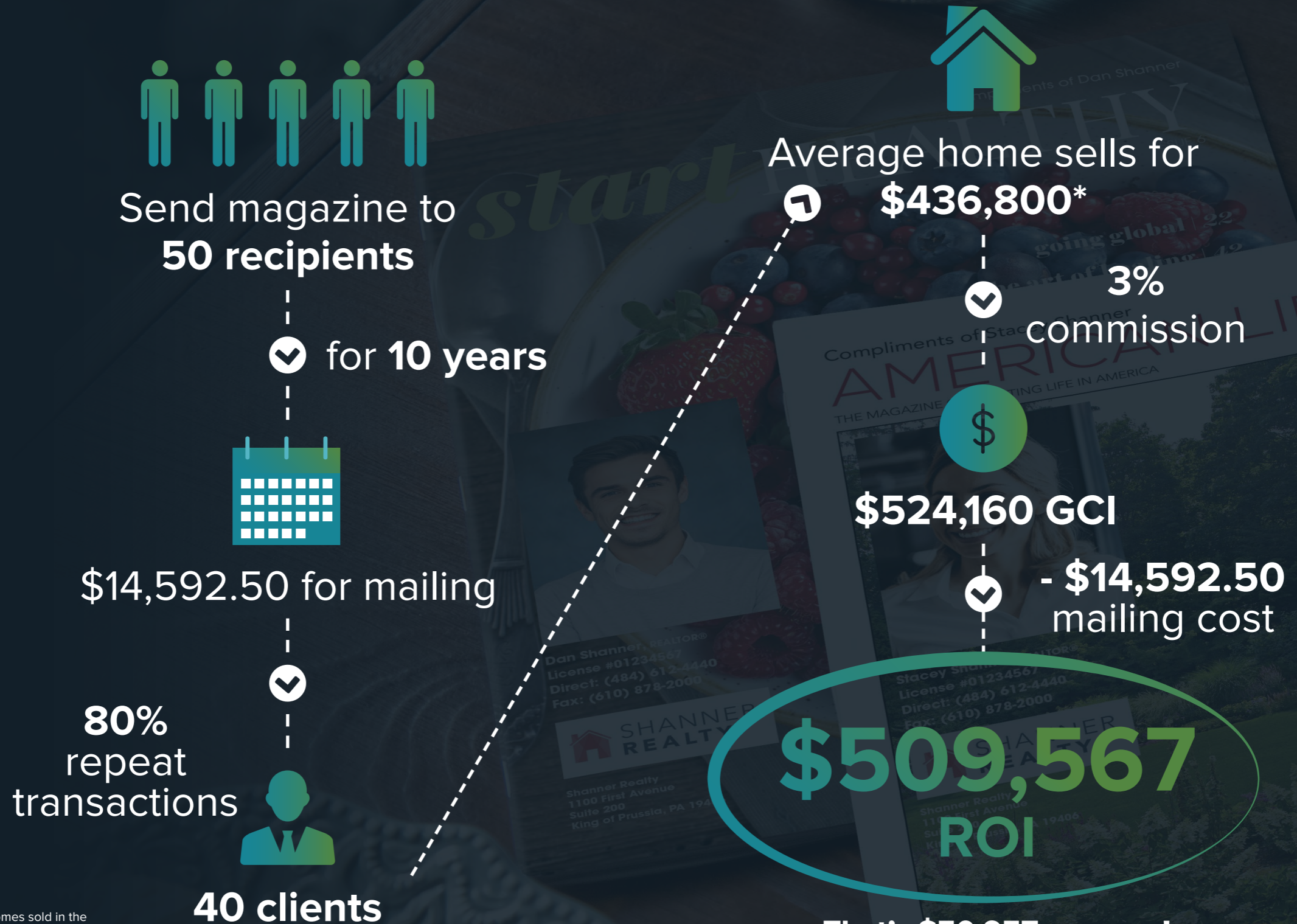


83%

of readers are **more likely to do business** with the professional who sends them the magazine.



CONSISTENCY IS KEY TO MARKETING



*Median sales price of homes sold in the U.S. in the first quarter of 2023 according to Federal Reserve Bank of St. Louis

“At Amazon we like things to work in five to seven years. We’re willing to plant seeds, let them grow and we’re very stubborn. We say we’re stubborn on vision and flexible on details.”

- JEFF BEZOS



BUILDS RELATIONSHIPS

The magazines create in-depth connections at a time when engagement has never been so crucial.

They aren't a silver bullet.

You need to take action!

COMMIT TO FOLLOWING UP

Call within the **first week** of your magazine hitting mailboxes.

Break the ice by talking about the magazine.

Make your request for referrals crystal clear. **ASK!**

Referral call scripts will be available to you as a resource on the recording page!



THE MAJOR TAKEAWAYS



**PUT YOUR
PHOTO ON THE
FRONT COVER**



**ADD FAMILY AND
FRIENDS TO YOUR
MAILING LIST**



**PARTNER WITH
YOUR LOCAL
BUSINESSES**



**DOWNLOAD THE
CLIENT FOLLOW-UP
SCRIPTS**

TAKE ACTION!

WEBINAR ATTENDEES ONLY!

AN EXCLUSIVE
GIFT FOR YOU!

50% OFF

Adding any new
recipient to your
magazine mailing!





QUESTIONS?

THANK YOU FOR LISTENING!

Recorded session
and slides will be
emailed to you!

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