



FREE RESOURCES!

ReminderMedia.com/Resources





REAL ESTATE NEWSLETTERS



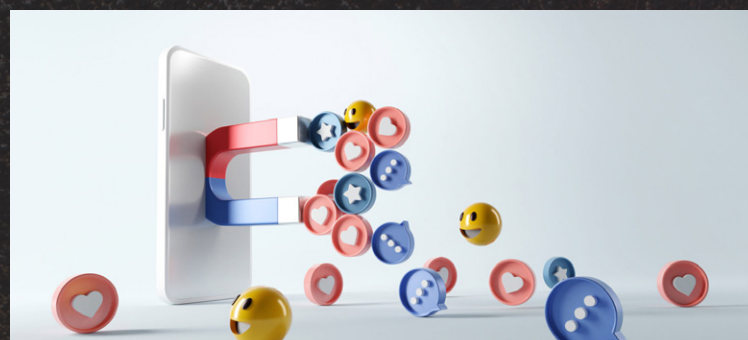
DIVERSIFY CLIENT BASE



PERSONALLY BRANDED MAGAZINE



LEAD GENERATION



GROWTH USING SOCIAL MEDIA



MODERN REAL ESTATE TOOLS

BLOG CONTENT

ReminderMedia.com/Blog





NEW PODCAST EPISODES!

StayPaidPodcast.com





EXCLUSIVE CONTENT EACH ISSUE!

Available in your account



WHAT DOES REMINDERMEDIA OFFER?

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

**American Lifestyle, Start Healthy,
Good to Be Home, and
Business in Action magazines**

**Targeted Mailing Lists and
Likely to Move Lists**

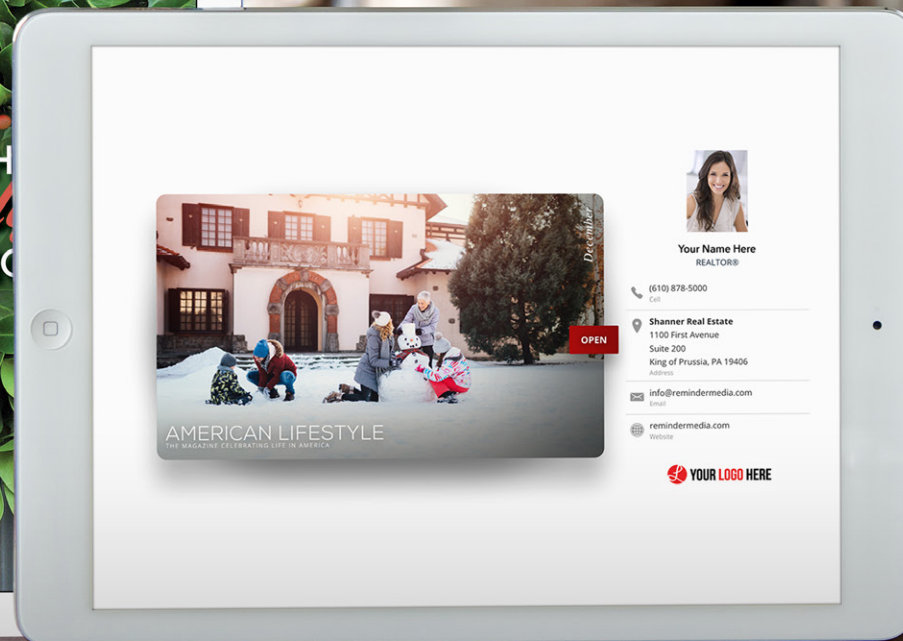
**Digital Marketing Platform
(Local Events Emails, Branded Social
Posts, Branded Digital Magazines,
and Landing Pages)**

Print on Demand Postcards for Farming

Facebook Ad Services

The perfect gift to send this holiday season:

HOW TO CONNECT WITH YOUR SPHERE FOR MORE REFERRALS NOW & IN THE NEW YEAR



PRESENTED BY LUKE ACREE, *ReminderMedia President*
& JOSH STIKE, *ReminderMedia CMO*



THE PROOF IS IN THE NUMBERS

**54.6
MILLION**

people traveled
for Thanksgiving

AAA

91%

of consumers planned to
gather for Thanksgiving
dinner

Neilsen IQ

70%

of Americans look
forward to spending
Christmas with family
& friends

Statista

59%

of Americans planned
to celebrate New Year's
Eve with family or
friends.

WalletHub

The winter market has its (chilly) perks:

- Sellers who are actively looking to sell their homes during the holiday months are much more serious
 - Connect with insurance clients during open enrollment, OEP, and AEP
 - Warm up your financial clients before your end of year financial review

Use your magazine to

CONNECT DURING THE HOLIDAYS

- Update your mailing list
- Customize your magazine
- Leverage your magazine
- Connect on social media



UPDATE 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

CUSTOMIZE YOUR MAGAZINE

Benefits

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

54

MINUTES

is the average time recipients spend reading the magazine.

69%

of recipients were influenced to do repeat business with their professional.

31%

of recipients referred their professional because they received the magazine.

42%

of recipients share a Tear Our Card from their magazine.

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**

CUSTOMIZE 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.
 - *Idea: showcase testimonials from clients you worked with this past year.*



CUSTOMIZE 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 Your Name Here

AMERICAN LIFESTYLE

THE MAGAZINE CELEBRATING LIFE IN AMERICA

ISSUE 125



CUSTOMIZE 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

DIGITAL EDITION

Customize your letter

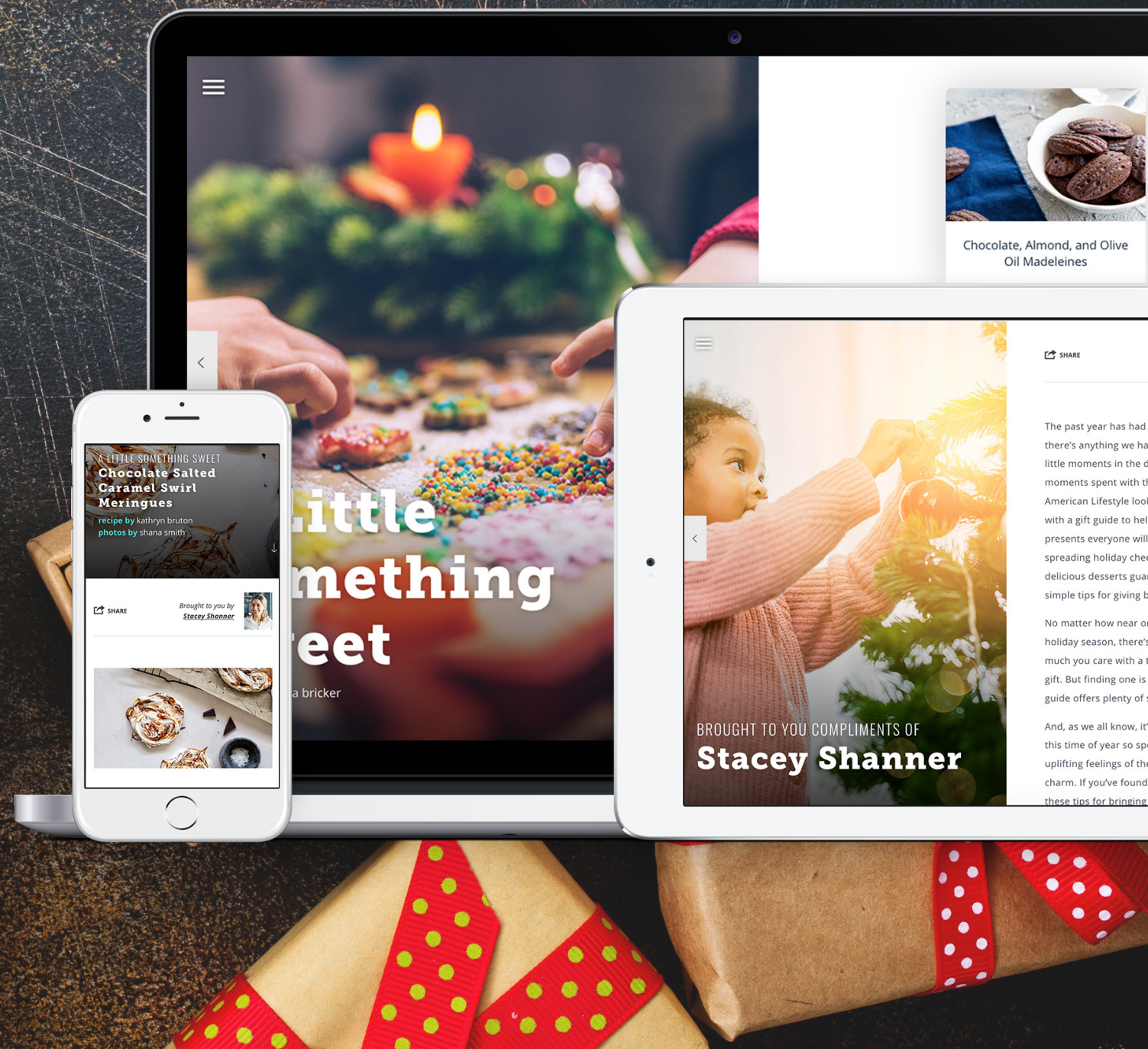
- Provide a year-in-review recap.
- Include your New Year's resolutions.

Video

- Film a thank-you video for your clients.

Text messaging

- Send your digital edition via text or DM.

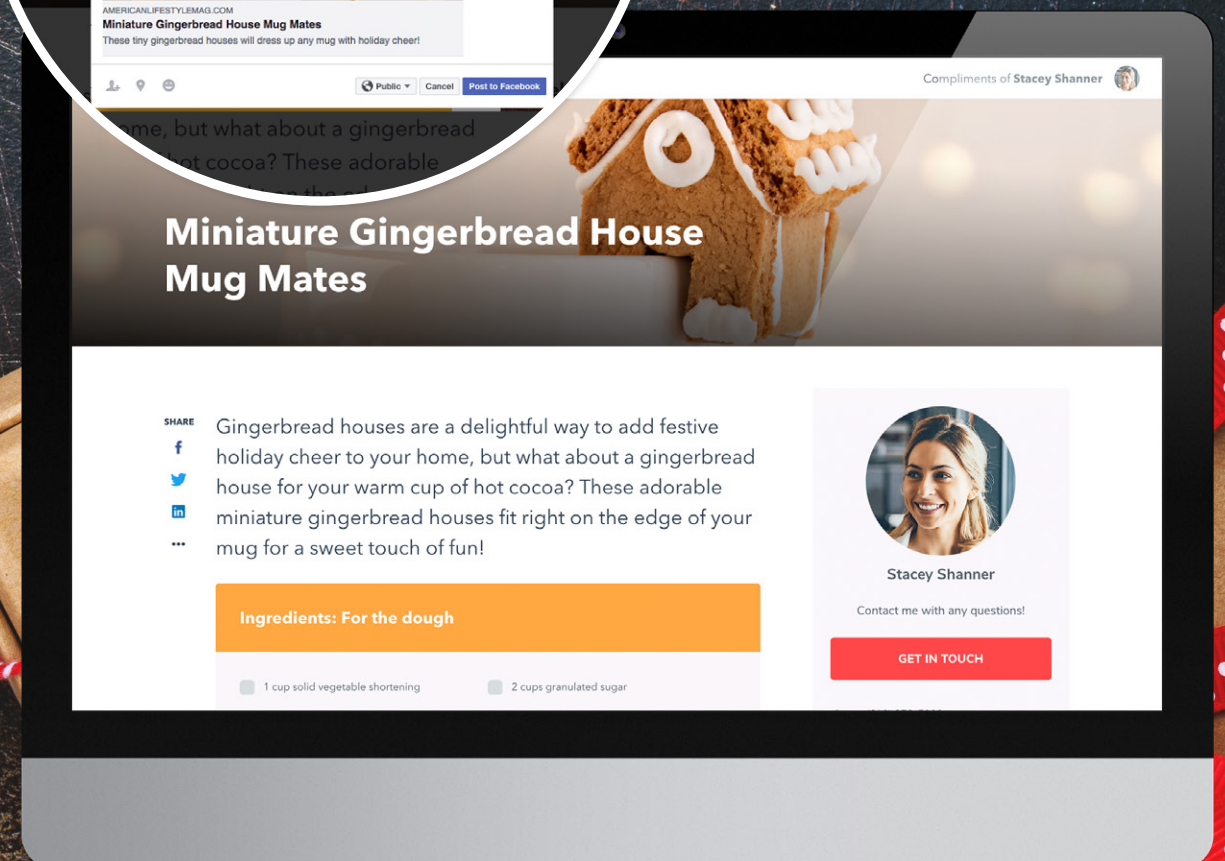
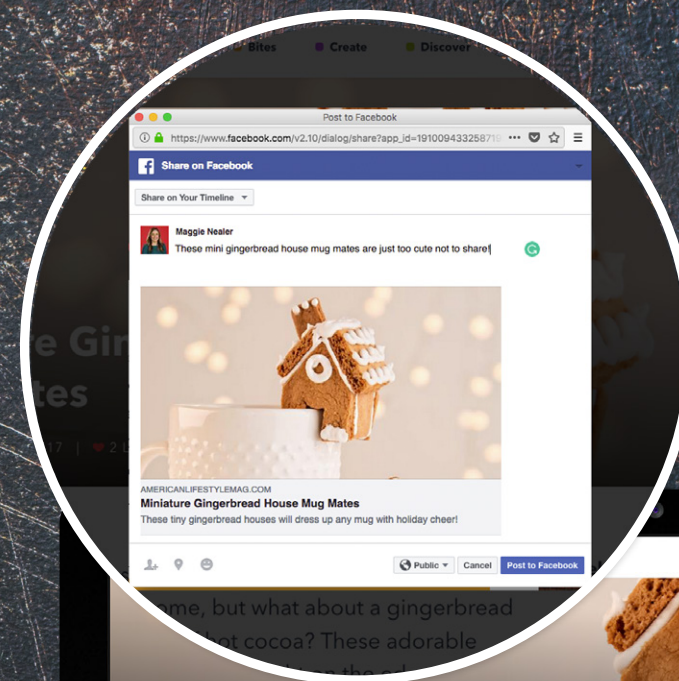


GET SOCIAL WITH BRANDED POSTS!

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 with your contact info.
 - *Recipes, tips to combat seasonal stress, DIY gifts*
- Actively engage with people who comment on your posts.
- Go live.
 - *Make a holiday dessert recipe*
 - *Show gratitude for your clients*

Schedule posts in advance!



LEVERAGE YOUR MAGAZINE

Promo Copies

- Great for networking events like holiday parties.
- Bring to 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.
- Drop off your magazine to a new client or prospect's home with a small gift or created recipe.



LEVERAGE 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).



FREE
DOWNLOAD



FREE
DOWNLOAD



LEVERAGE YOUR MAGAZINE

- Throw a get-together for anyone you worked with in the past year.
- Mail items to clients for a virtual event.
- Utilize our suite of free printables.



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 IN

- Small Talk
- Quick guide

FOR MORE PRINTABLES, VISIT www.remindermedia.com



HOLIDAYS | CLASSY COOKIE EXCHANGE KIT



FEATURED PARTY RECIPE: Sweet Jam Roll-Ups

Sweet Jam Roll-Ups

INGREDIENTS

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

MAKES ABOUT 60 COOKIES

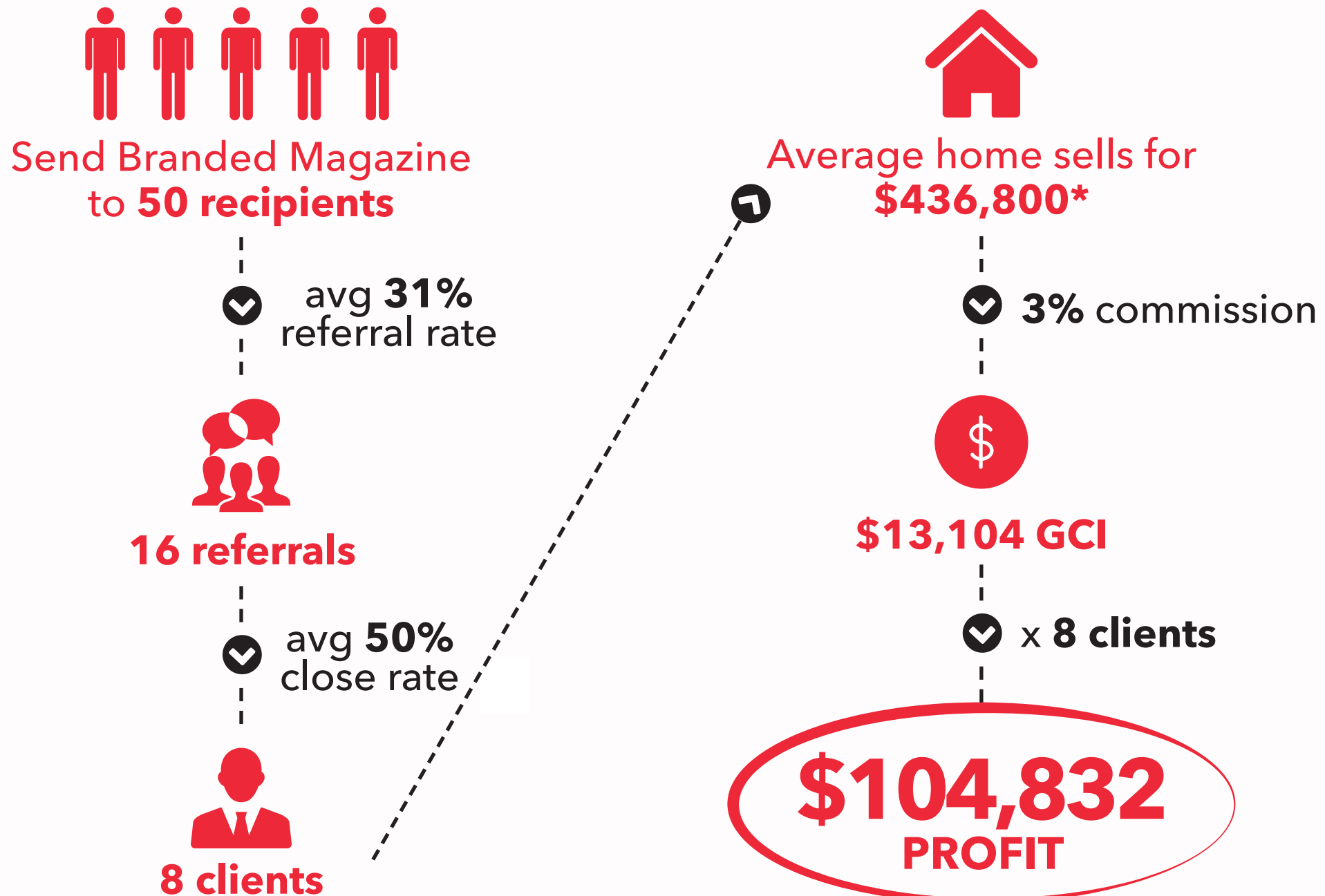
INSTRUCTIONS

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 wax paper with flour. Cut about a 2-inch slice of dough away from your log, and roll out in between the wax paper. (As you do, make sure the dough isn't sticking to the wax paper.) Roll out dough so it is slightly thinner than a pecrust.
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.
7. Remove the cookies from the oven, and allow them to cool on a wire rack. Once cooled, sprinkle with powdered sugar.

KEY
----- cut along edge

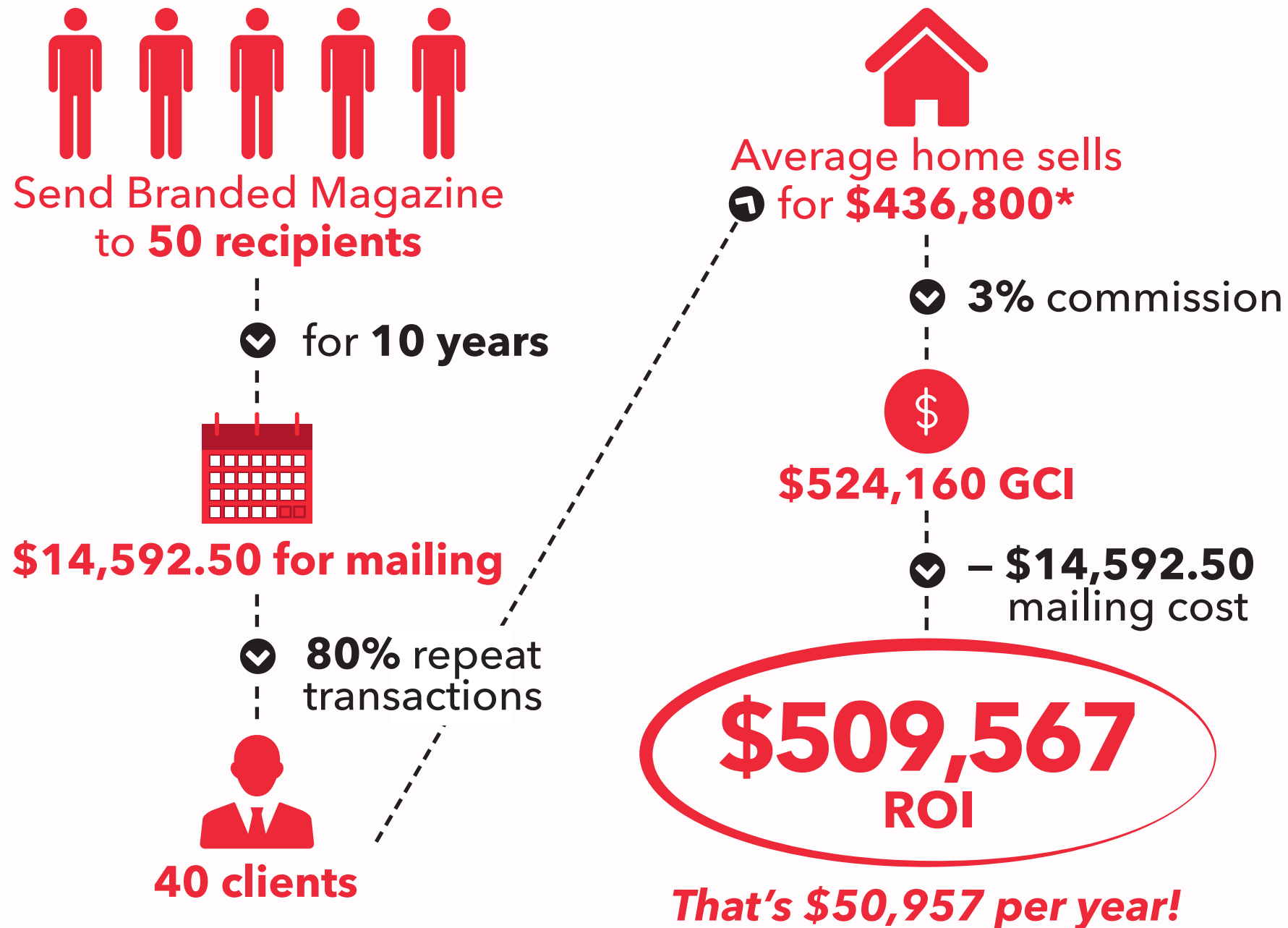
FOR MORE FUN TIPS AND IDEAS FOR THE UPCOMING SEASONS, VISIT
www.americanlifestylemag.com/holidays.

ROI REFERRAL MAP



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

REPEAT BUSINESS ROADMAP



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

SPECIAL WEBINAR DEALS:

FOR CURRENT CLIENTS:

Add an UNLIMITED number of new magazine recipients and we'll pay for half for your next mailing.*

[remindermedia/halfoff](https://remindermedia.com/halfoff)

*Offer good only on your next mailing to new recipients.

FOR NEW CLIENTS:

SAVE \$200

Normally ~~\$299.99~~, your one-time sign-up fee is only \$99.99!

remindermedia.com/go

QUESTIONS & ANSWERS

Type your questions into the chat box!



THANK YOU FOR LISTENING

Recorded session and slides will be emailed to you.

 @lukeacree |  @lukeacreeRM

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