

FEATURED CLIENT CASE STUDY

A Realtor's® Guide to Partner-Funded Marketing

How one Realtor® uses vendor partnerships to fund her personally branded magazine



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YEARS IN REAL ESTATE: 25+



SALES VOLUME: \$220M in 2023



BUSINESS: 60% referrals, 40% lead generation



TEAM: 30 agents with 7 support staff covering Fairfield and New Haven counties in Connecticut and into New York



LOCATIONS: 12



Why Use a **Personally Branded Magazine** from ReminderMedia?

I truly believe in it. It's the best, most cost-effective way to get in front of someone using something of value that isn't all about me. It's a gift and not just a marketing ploy.

Why Use a **Personally Branded Magazine** from ReminderMedia?

“People I don't know will say they saw my magazine. I know who I'm mailing to, so my contacts are either sharing it with them or they're picking it up in one of the doctor's offices or coffee shops I send it to. It broadens awareness of my brand in ways I didn't even anticipate.”

Julie's Playbook

"I never have to pay for my magazine because my sponsors cover the cost. Businesses in my concierge service might offer a discount or free service, and they pay to be included in ads on the Back Covers or the Tear Out Cards. It strengthens those relationships when I include them in my marketing."

All Inclusive Real Estate

AIRE: All Inclusive Real Estate is a network of the finest professionals in the state of Connecticut, working together to provide a higher level of service, skill, and dedication to excellence. We invite you to check out four of our favorite members.

all inclusive
real estate

Introducing A Few of Our Favorite Partners...

Pet Pantry

It's all about the pets



THE VANDERBLUE TEAM

Curate your lifestyle

Wild Birds Unlimited

For all the bird lovers



Make your move

MN Home Designs



Curate your lifestyle

Noah's Ark Moving & Storage



Make your move



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ppwpet.com



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75+ YEARS SERVING OUR COMMUNITY

"I also use the magazine to say thank you to additional sponsors or other businesses or charities by including them in a future issue."

For last year's pet edition, I included four ads on the Back Cover. One was for a bird sanctuary and another for an organization that rescues pets—I paid for those two. It's a fantastic way to build relationships."

Best Practices



1 Share the benefits with your sponsors and referral partners, and invite them to be a part of your magazine.

- Both you and they will expand your reach.
- You can develop a network of businesses that refer each other.
- By sharing in the marketing, everyone can lower their costs.
- There will be a mutual exchange of goodwill.

2 Use the letter on the Front Inside Cover to send a customized message to your recipients.

*"I love that I can read the magazine before I write the letter. **The content inspires me**, and each time, it makes me think of someone new who I know would enjoy this article or that recipe. I end up adding four or five people to every mailing."*

3 Consider how the content can inform the ways you utilize your magazine.

*"I use the content to inspire creativity in my marketing. **You could set it and forget it**, but when you're intentional, the effect is so much greater."*

Why ReminderMedia Marketing Works

"Everyone has good intentions and wants to stay in contact with clients, but life happens. I can rely on the magazine as a feel-good item to keep me in touch. I don't think many repeat clients would have remembered me if I wasn't sending them the magazine."

Good to Be HOME
Issue 22

Dear Bill and Judy,

The easy, leisurely nature of summer makes it the perfect time to enhance true indoor-outdoor living in your spaces. This issue of Good to Be Home is here to help you implement this concept with tips for upgrading your windows, ideas for bringing fresh or faux flowers into your decor, and a guide to preserving the health of your trees.

Windows can be a magical enhancement for your home, but only if you have the right kind. Ideally, they should allow just the right amount of light in and provide an unobstructed view without compromising your privacy. Be sure to read the enclosed tips for selecting the best window type; it will make a world of difference!

Flowers abound in summer, so why not fill your home with them! Whether you prefer a fresh bouquet from the farmers market or floral-printed pillows and throws, find out inside how you can add a bit of botanicals to your decor for maximum effect.

While trees can provide both beauty and shade to your yard, they require more maintenance than you may think. The guide in this issue can help you discover what your trees need to remain healthy for many years to come.

How will you savor the splendor summer brings before the season comes to an end? As always, it's a pleasure to send you this magazine.

**Warm Wishes,
Julie and The Vanderblue Team**

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written by: LAUREN KIM

If you'd like to give a nod to the approach of autumn but aren't fully ready to set out pumpkins yet, consider these more subtle ideas for decorating your front porch.

You can say hello to the new season without completely shooing summer the door by decorating with sunflowers. These bright and cheerful blooms will bring a smile to passersby and visitors alike. Attach them to a wreath to hang on a porch wall or your front door, or place real or faux ones in a pot or basket set by your entryway. Lean totally into the season by hanging a wreath of colorful leaves or inserting sprigs of them in a tall vase by your door.

Don't abandon your porch rocker or bench just because cooler weather is approaching—simply put out a warm plaid or woven blanket, and you'll be good to go. By placing a metal lantern fitted with a wax or battery-powered candle on your porch or hanging a few twinkling fairy lights, you'll be able to stay outdoors longer and enjoy the cooler air even as the days shorten.

Finally, roll out a soft and comfortable outdoor area rug in seasonal hues like orange, red, yellow, or brown, and add a doormat or a decorative sign emblazoned with an autumn sentiment or fall leaves to fully welcome and embrace the season.

cozy FALL PORCH IDEAS

goodtohemag.com | 1

Why ReminderMedia Marketing Works

*"If you want to reach out, if you want return business, if you want to thank the people you serve and stay in touch with them with a personalized message, **there's nothing better than this.**"*



Start Building Your Network Today



[Click here to get a free PDF sample](#) of ReminderMedia's personally branded magazine sent to your inbox.



[Watch our free webinar](#) "How to Get Referral Partners to Pay for Your Marketing in the Next 30 Days"

- Discover how to select the best referral sources for you.
- Get an effective strategy for pitching a mutually beneficial partnership.
- Learn how easy it is to feature your partners in your magazine.
- Get free access to our ROI calculator, which will show you how much you can potentially lower the cost of your magazine with each paid-for ad.