



## **AFFILIATE “TIP OF THE WEEK”**

### **Purpose:**

- Provide meaningful and helpful tips for the REALTOR® community and/or their clients
- Get your name and brand out to the Greater Piedmont 700+ REALTORS® as a member benefit!

### **Process:**

- Every Monday, GPR staff sends out a weekly Hotsheet. This is filled with information about the industry, classes, events, etc. and is sent to all the GPR REALTORS® and Affiliate members.
- On the Hotsheet, we’d like to include a category – “Affiliate Tip of the Week” that would provide a brief “tip” that would be helpful to the REALTORS® and/or their clients.
- It would include the Affiliate’s name, logo, headshot, website link & company along with the “Tip”
- Affiliate Members to write out the tip exactly as you want it to be published. And include the tip as you want it to read, Affiliate’s name, logo, headshot, website link & company
- Affiliate Members can submit to staff ([admin@gprealtors.net](mailto:admin@gprealtors.net)) several “tips” – up to 5 different tips at one time. The content needs to be “informative”.
  - If the “tip” is time sensitive – please note that on your message – example reminders about the time change, etc.
- GPR Staff will include 1 tip of the week from the “library” of tips received from the Affiliates, and will rotate them to spread the opportunities.
- GPR Staff will circulate an email to request “tips” as needed from all GPR Affiliate members.
  - When new Affiliate Members join, Staff to share this benefit/process with them to allow for their participation

### **Examples of a Tip:**

#### **Affiliate Tip of the Week**

It’s time to call your clients and sphere of influence and remind them to get their heating systems serviced before the first cold snap!

**John Smith, Heating and Air Conditioning, Inc.** (and a link to the company name)

Did you know that GREAT photos can sell a house 32% faster than houses with average listing photos?

**Susie Smith, Shutterbug Photos** (and a link to the company name)