



REAL ESTATE ASSOCIATION of PUGET SOUND



Business Membership Program

www.ReapsWeb.com



THE REAL ESTATE ASSOCIATION OF PUGET SOUND

WWW.REAPSWEB.COM

Dear Business Owner:

Thank you for your interest in the Real Estate Association of Puget Sound (REAPS) Partnership Program. I am confident you will find the information in this application packet helpful in determining your participation level in this valuable program.

REAPS is a not-for-profit Real Estate Investor's Association. We provide professional education and networking resources for real estate investors, those who want to be investors and anyone who provides valuable goods or services to our members.

REAPS is a volunteer-run organization serving Puget Sound real estate investors since 1983. We are firmly committed to promoting a sound understanding of ethical real estate investing principles and to help further develop our members' investing abilities. Currently we have over 850 members with meetings held throughout Puget Sound, including Everett, Bellingham, Bellevue, Fife, Bremerton and Tukwila.

Currently we are seeking value-added Partners offering products and services our members use and/or need to be successful in their real estate investments. Of course, one of the most valuable benefits to our members is the discounts on services or products they receive from businesses like yours.

The following pages include valuable information about our organization and how you can expand your business opportunities by becoming a REAPS Partner. To participate, simply choose a Partnership level that best meets your requirements and return it to one of our Partnership Program Representatives.

Again, thank you for your interest. If you have any questions or comments, please don't hesitate to contact us.

Thank you,



Katherine Swanberg
Executive Director
Real Estate Association of Puget Sound
425-458-4797
info@reapsweb.com

The image shows a business card for 'Staging for Charisma'. The top half has a dark background with the text 'STAGING FOR charisma' in white, where 'charisma' is in a script font. Below this, in smaller white text, are the services: 'STAGING TO SELL • STAGING TO LIVE • ORGANIZATION • COLOR CONSULTATIONS • HOME MAKEOVERS'. The bottom half of the card has a light yellow background and contains the name 'Pam Christensen, ASP', the company name 'Staging for Charisma, LLC', and contact details: '206/650-3620 • Fax: 206/546-0962', 'pam@stagingforcharisma.com', and 'www.stagingforcharisma.com'.

"I have had at least six staging projects as a direct result of being a REAPS Partner, and will definitely be a Partner again next year. The meetings are full of information, and the benefits of being a REAPS member have helped me to provide more services to my clients."



Features	Bronze	Silver	Gold	Platinum
Cost for one year. (includes sales tax)	\$421 yr.	\$789 yr.	\$1,162 yr.	\$3,188 yr.
Corporate memberships included.	Up to 1 person	Up to 2 people	Up to 4 people	Up to 6 people
Monthly newsletter ad promoting your business due by the 25th of the month. See packet for size & file requirements.	1/8 page	1/4 page	1/2 page	Full page
Discount for <u>additional</u> advertising in the newsletter.	10%	20%	30%	50%
Exclusive vendor table at our main monthly meetings in Bellevue.	3/year	5/year	8/year	10/year
Your business' contact information and discount listed in the 'Partner' area of www.ReapsWeb.com.	✓	✓	✓	✓
PowerPoint slideshow ad that runs at 55+ meetings a year advertising your business.	✓	✓	✓	✓
1- minute commercial spots in front of membership at each monthly meeting. \$50 door prize required to participate.		✓	✓	✓
Your business' social marketing and video links listed on in the 'Partner' area of www.REAPSweb.com.			✓	✓
Ability to teach PHP clock-hour classes for members.			✓	✓
Invitation to write articles of interest for our newsletter; due on the 25th of each month, approx. 200 words.			✓	✓
Video commercial that airs in front of our membership at our main meeting. Partner to provide.				✓
Your business' signage included on stage at 11 MAIN monthly meetings. Partner to provide signage.				✓
Vendor tables provided at satellite meetings in Fife, Everett, Bremerton and Bellingham. Partner to RSVP.				✓

BUSINESS DIRECTORY	Platinum Height: 5" Width: 7.2"	SILVER Height: 5" Width: 3.5"	Bronze Height: 2.4" Width: 3.5"	BUSINESS DIRECTORY
	GOLD Height: 5" Width: 5.3"		Bronze Height: 2.4" Width: 3.5"	
		GOLD Height: 3.7" Width: 7.2"		

"I've been involved with several real estate groups across the country and REAPS is by far the best organized, most well attended and informed group of them all. The monthly and weekly satellite meetings are information packed, and I'm constantly surprised at the high level of national speakers REAPS is able to attract. I've closed several deals as a direct result of my involvement with REAPS and would highly recommend membership to anyone in search of new networking opportunities."

Craig Grella
 Co-Founder
 Cornerstone Funding Services
www.cornerstonesvs.com

Reliance Escrow

We specialize in simultaneous closings, "subject to" closings, assignments, and closings unique to investors.

Phone: 425-576-5200
 Fax: 425-576-5025
www.relianceescrow.com

kellid@relianceescrow.com

kimberlya@relianceescrow.com

"I have been involved with REAPS for a year now and couldn't be more impressed. The amount of education and networking given is a value far beyond the yearly dues. I have helped close several dozen deals because of my involvement with REAPS. I recommend it to everyone who has any interest in Real Estate."

Kelli Darling Novak
 Reliance Escrow

"Reliability keeps our clients coming back"



Partnership Application

227 Bellevue Way NE #718, Bellevue, WA 98004 email to info@reapsweb.com

Partnership Commitment Level: (includes sales tax)

Bronze (\$421.00)

Silver (\$789.00)

Gold (\$1162.00)

Platinum (\$3188.00)

EXPO July 27, 2017 booth reservation add - on \$349 (\$200 savings)

Visa/MC card # _____

CVV # _____ Expiration Date: _____ Signature: _____

Mailing Address for Newsletter _____

How do you want to appear on our website?

Company name: _____

Name: _____

Phone: _____

Email: _____

Website: _____

Description: _____

Membership information:

Bronze (1 member), Silver (2 members), Gold (4 members), Platinum (6 members)

	Name	Email	Phone
Primary Contact	_____ /	_____ /	_____ /
2nd Member	_____ /	_____ /	_____ /
3rd Member	_____ /	_____ /	_____ /
4th Member	_____ /	_____ /	_____ /
5th Member	_____ /	_____ /	_____ /
6th Member	_____ /	_____ /	_____ /

Complete this form and return to info@reapsweb.com with the following items

- Newsletter ad in .jpg/.png/.tif format (see best practices in this packet)
- Powerpoint slide we can drop in to our deck

REAPS advertising is non-refundable. Vendor promises to offer discount on product or service for a period of 365 days from the date of this application to members of REAPS. Vendors will be automatically renewed using the credit card on file. REAPS reserves the right to not renew your membership or prorate a partial refund during the next year if we receive substantial complaints from our members about your service or your product or if we deem that our affiliation with you is not in the best interest of REAPS or our members.

Signature: _____ Date: _____



REAPS Newsletter Ad Guidelines

Hard copy newsletter ads will appear in black and white and online newsletters will appear in color. Here are some tips for optimizing your ad:

Acceptable file types for our newsletter.

- ✓ JPEG
- ✓ PNG
- ✓ TIF

Do NOT send:
PDFs, Word
files, or Power-

- **Use bullet points or numbers.** Often, color advertisements highlight the attractiveness of an image over content. While this is great for branding, it's not so great for actually explaining your product or service. Succinct bullet points also catch the viewer's eye, while still offering small bits of information that they will hold on to.
- **Give detailed information.** While your bullet points should be concise, any information you give on your advertisement should still be detailed. For example, when you mention a sale, give the exact amount of a discount customers will receive.
- **Play with the font and formatting.** Bold your headlines or keywords, change font sizes or capitalize for emphasis, and much more. When readers see "SOLD!" in big bold letters, their eyes will be immediately drawn to the advertisement in hopes of learning about a new opportunity.
- **Add pictures.** Just because they're not in color doesn't mean they can't help. Add a picture of your product or anything else that fits in with your advertisement as a way to bring more attention to it.

- **Add white space.** Keeping a lot of blank space in an ad actually attracts quite a bit of attention, as there isn't a whole lot of blank space to be found throughout the rest of the newsletter.

Questions to ask while your designing your ad:

- Is it interesting enough to quickly draw attention?
- Does it stress your substance, and do it with style?
- Does it speak to your target audience?
- Does it promote benefits (not just features)?
- Does it give enough information for the reader to understand or at least take action to learn more?
- Does it prompt the reader to take action?

The deadline for new or updated ads submissions is the 25th of every month (unless otherwise specified).

REAPS PARTNERSHIP COORDINATOR:

Dawnya Ikerd

dawnya@reapsweb.com

REAPS NEWSLETTER EDITOR:

Missy Takahashi

newsletter@reapsweb.com

HEATON DAINARD LLC
REALESTATE

Give our team a call at
425.88.5131 or visit
www.heatondainard.com and
get started today!

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BANKTRAK

PURCHASE FUND REHAB RENT SALE

EXAMPLE ADS

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Best Practices

Main Meeting

- **RSVP to dawnya@reapsweb.com ONE WEEK prior to our meeting. Please include if you are bringing a door prize.** (See below for number of tables you are allotted a year. You can upgrade or pay for additional tables.)
- **Arrive between 5:30 - 5:45pm and locate your assigned table.**
- **Please wear your membership badge.**
- **If you RSVP'd and will be late or not able to attend please, email dawnya@reapsweb or text Dawnya 253-722-8554. Any empty tables will be removed before our doors open at 6:00pm.**
- **Tables need to be manned between 6-6:45pm.**
- **Break down of tables will be done between 6:45-7pm.**
- **If you are presenting a door prize you and your entire team will need to be in the room by the start of the meeting at 7pm.**

Door Prizes

- **If you are presenting a \$50 door prize you and your staff will need to be in the room by the start of the meeting at 7pm.**
- **If you have a door prize and do not have the time to present, please have it ready with a couple of sentences for it to be presented for you during the meeting. Give to Dawnya by 6:00pm.**
- **Please, be thoughtful, creative and have fun with the door prizes. Good examples are:**
 - **Themed gift baskets - search online for creative ideas that are FUN**
 - **Items people want but, might not buy for themselves and are FUN to receive**
 - **Hard Cash - But, only if it is put into something creative and FUN to receive**
 - **Cash cards and gift cards are not preferred unless they come with something FUN**

Marketing Schedule Due Dates

- **Newsletter Ads: 25th of the month email ads to newsletter@reapsweb.com**
- **Powerpoint Slides: One slide due the Tuesday before the main meeting to dawnya@reapsweb.com**
- **Website Updates: Website is updated on the 1st of the each month. Send changes dawnya@reapsweb.com**

Level	Bronze	Silver	Gold	Platinum
Tables	3/year	5/year	8/year	10/year