The connection between caregiving and real estate

When seniors and family members have to sell the family home, they face legal, financial, logistical and emotional issues that require specialized expertise and services. A qualified Realtor® with a network of trusted professionals and service providers can be a huge help.

Every family worries about the financial aspects of caregiving and family real estate is often one of their largest assets. At some point in the caregiving process, people must sell their home or the home of a parent to enable downsizing or aging-in-place; to pay for assisted living, or to settle an estate.

Build your business by being the go-to person in your community.

One in four families is dealing with caregiving issues. These families – and the people they turn to for advice and support - need information and resources to help them through the caregiving process. This provides you with an opportunity to stand out from the sea of Realtors® who want their business.

We provide resources, strategies and tools to reach seniors and those who influence them

As a Community Partner of the National Caregivers Library and a member of our exclusive FamilyCare Real Estate Network™, you get the resources to differentiate yourself and become a long term success in the “seniors” market.

In this document:

SECTION 1 – Educational Content

Caregiving and Real Estate

Powerful Marketing Concepts:
- Cause Marketing
- Value Marketing

SECTION 2

Description of Member Benefits:
- Online resources that support families and your referral network
- Marketing materials that provide real value
- Ongoing support
- Program costs

A program of:
Benefit from Powerful Marketing Concepts

Two powerful concepts you can use in real estate are “Cause Marketing” and “Value Marketing.”

Properly executed, these marketing approaches are effective components of a strategy to build a positive personal brand, differentiate yourself from competitors and to strengthen your networking efforts.

Choose the right “Cause”

“Cause Marketing” can create emotional connections with audiences that are important to you:
- Seniors
- Their adult children
- Boomers
- Professionals
- Organizations
- Business Owners

To maximize the benefits of Cause Marketing, you should align yourself with a “cause” that is pervasive and impacts your target audiences at an emotional level. Further, you should align yourself with a “third party” (such as the National Caregivers Library) that can provide you with extensive content, tools and materials related to your chosen cause in a format that helps you provide value and connect emotionally with seniors, boomers and the professionals to whom they turn for advice.

Get in front of the need

Importantly, Cause Marketing and Value Marketing help put you in people’s funnel-of-trust before they actually need your services — including people who have never met you.
People tend to share information they find helpful

No doubt you invest time, energy and money networking to make a good impression on people so they will tell others about you. Value Marketing makes these efforts more fruitful.

Typical real estate brochures tell people you sell real estate. They seldom differentiate you in any meaningful way.

Professional real estate brochures and business cards are certainly important. But they seldom differentiate you from other agents, nor do people find them particularly memorable. Worse, they do not usually provide any special value to the recipient beyond your contact information and credentials. Even if recipients think you are wonderful, the only time they are likely to share your traditional marketing materials with someone else is if the other person is actively looking for a Realtor®.

However, if you give people something that is uniquely valuable to them or others they know, they are likely to share the valuable information whether or not the other person needs a Realtor® at that moment. They don’t do it for you, per se; they do it to help the other person.

Value Marketing makes networking more effective.

Providing your professional network with materials and information that is important to their constituents and can easily be shared with them is a great way to leverage your networking.

No one minds if the information you share identifies you as the source or sponsor, as long as the focus is on the value being provided, not on you.
Explanation of Member Benefits and Deliverables

The right tools at the right time

Online resources and tools plus traditional marketing materials provide value to your constituents and give you the credit

Below is a summary of program elements. Details are on the following pages.

Online Resources:

- Our nationally recognized website, branded as being provided courtesy of you
- A full page profile of you in our national resource directory
- A national “Events Calendar” that you may use to promote your own events and those of your referral network
- The ability to post articles on a national website – your own and those of professionals who are important to you

Offline Tools:

- 500 printed tri-fold brochures promoting the resources of “your” Caregivers Library and providing a profile of your specialized knowledge and commitment to helping families with their real estate needs
- A one-sided mini-brochure that is easy to email and print
- 2000 special ‘Courtesy Cards’ for liberal distribution in a variety of places
- High-demand forms and checklists for family caregivers

Ongoing Support:

- Members-only website for education and marketing ideas
- Weekly marketing and business tips
- Private, members-only Facebook group to network with other members around the country
We provide the value

The cornerstone of our program is our nationally recognized website with well over 2000 pages of valuable, high-demand, caregiving-related content.

There are resources for individuals, families, professionals, employers, faith organizations and others. It includes hundreds of articles, forms, checklists and reports – all for free.

In addition, the site has a national directory to help people find a variety of professionals and service providers around the country.

You get the credit

We will feature you on the most visible spot on the website - the top-left corner, under the masthead. We can program our site so that your visitors see YOUR branding on every HTML page of our site.

You get the credit for providing these important resources to your community PLUS visitors may click your image to see a full page profile of you and your credentials.

When a visitor sends a link from “your” Caregivers Library to a friend or family member, your branding goes with it, so the person who clicks the link also sees your brand.

You have a choice

Not everyone wants their picture on our site. We can design your materials (see next pages) to send people to www.CaregiversLibrary.org with no branding or send them to www.[YourName]Cares.com (or similar) for your full personal branding.
A full page profile about you

Your profile is connected to every page of our website.

When a visitor clicks your picture from any page of our site, they see a full page profile of you with all pertinent information and a link to your real estate website.

Among other features, you may post a video and hang a document or brochure on your page so visitors may print it.

You get premium placements and top search positions in our national directory

People can search our directory by city, state, zip code and type of professional or resource they need. We also feature the cities where we have Community Partners like you.

You show up in all searches for Realtors within 100 miles of your location.

You also show up in all searches within 100 miles of your location when a user does not specify a particular type of professional or resource.
Do things for your referral network that your competitors cannot

Provide value to your referral network by promoting them on our national site.

In minutes, you can easily post events and articles on our website.

Many professionals and organizations with whom you network – or want to network - host or participate in events.

Examples include:

- Legal and financial seminars
- Caregiving events
- Senior fairs and expositions
- Home improvement seminars
- Grief support sessions
- Veterans benefits seminars

Many professionals write helpful articles for consumers as part of their own ‘value marketing’ and to be seen as an expert in their field.

You may post their articles on our national site (provided they provide appropriate content and are not advertorials).

A great way to “get in the door,” build reciprocity, or just say “thank you” for being a referral source.
Your materials are Value Marketing at its best

Your marketing and support materials position you as a Community Partner of the National Caregivers Library and as someone “in the know.”

Your choice of forms and checklists for family caregivers

Select from among our most popular forms and checklists. We personalize each one, saying “Provided Courtesy Of” with your name, photo or logo, contact information and a profile about your commitment to seniors and their families.

Sent to you in PDF format, they are easy to email or print. Three are included when you join. Additional forms and checklists are available.

500 personalized, professionally designed and printed, high quality, tri-fold brochures

Special features include:

- Proven graphics on cover that caregivers relate to and others understand
- A special, friendly URL such as www.[YourName]Cares.com that triggers our site to show your cobrand on every page
- A full panel giving you credit for bringing the resources of the National Caregivers Library to your community and highlighting your credentials and commitment to helping families with their real estate needs

Mini-brochure in PDF format

Easily printed or emailed. Send to all of your contacts telling them about your new resources for the community. Ask them to forward to people they know are dealing with caregiving issues.

Cobranded Forms / Checklists

Set up as “Provided courtesy of ... (YOU)” with photo and key contact info in PDF format

4-color Brochures
(trifold, personalized, printed and shipped to you)

Mini-brochure
(8 ½ x 11 – one sided, personalized, in pdf format)

More support materials on next page
Value Marketing Tools (continued)

Courtesy Cards – your low-tech workhorses.

You get 2,000 professionally printed cards, so you can distribute them generously.

Others appreciate having a supply of your Courtesy Cards for their use.

Professional offices, pharmacies, faith organizations, hospice groups, long term care facilities, senior centers, financial planners and others will often display or distribute these because they deal with caregivers and care recipients frequently. They see this for what it is – a community service on your part, not a sales pitch.

Perfect for situations where a traditional business card may be inappropriate or too “pushy.”

One-on-one situations – Ever overhear conversations or see people in public places like the bank, Starbucks or the grocery who are helping a senior? Hand them a Courtesy Card and simply say “I see you are helping care for someone. You might find these resources helpful.”

Then, walk away. Don’t be tempted to introduce yourself and tell them you are in real estate – they can see that on the back of the card. You want them to remember you as helping, not selling. When they go to the website to access the free resources, they will see your involvement and photo; reinforcing the fact you are different from other Realtors®.
We help you succeed

It’s basic business sense. We only succeed if you succeed and stay a member.

As a valued member of the national FamilyCare Real Estate Network™, we provide lots of support, including a members-only website, “how to” instructions, marketing, sales and promotional ideas, examples of how other network members are successfully using the program, motivational tips, networking ideas and more.

We made it affordable

Our pricing philosophy is simple. It’s not about charging a lot for our program, it’s about the power of large numbers. We want national network of committed members who only have to pay a small amount to leverage our multi-million dollar resource. Doing this helps us achieve both our social mission to help seniors and caregivers, and our business mission to make a return on our investment.

Give us a call.

We’d love to answer any questions, learn about you, and explore if this is the right program for you. We’ll even mail actual samples of the materials we provide to members so you can see the quality.

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