

# Leasing REality Brand Ambassadors Roadmap

Sharing, promoting + building brand awareness of #LeasingREality

## Social Media

Be creative - introduce the world to Leasing REality and all the great things it has to offer!

Share LR's Instagram, Twitter, Facebook and LinkedIn posts.

Promote FREE content and blog posts through your personal channels.

Post to Instagram Stories, Snapchat, groups/pages on Facebook, LinkedIn, etc. Feel free to post to other platforms not mentioned above.

Boost LR's social media following by inviting your community, campus, network, etc. to follow/like LR on Instagram, Twitter, Facebook and LinkedIn.

Wear and share Leasing REality "SWAG" by posting photo(s) with LR merchandise using instructed captions and hashtags.

## On-Campus Marketing

Reach out to clubs, fraternities/sororities and other on campus groups.

Discuss LR with and pitch to professors, administrators, etc.

Make sure that every possible outlet in your school knows of Leasing REality!

## Hometown and Community Marketing

Contact your "home friends," "camp friends," friends of the family, teammates, classmates, teachers, club leaders, etc.

## Promotion of Certificate Programs

Exponentially accelerate and enhance your CRE learning curve with LR's Certificate Programs.

Leasing REality Certificate Program (a 32-Hour Course)

Leasing REality Advanced Certificate Program (a 48-Hour Course)\*

\*The Leasing REality Advanced Certificate Program is the Leasing REality Certificate Program plus an additional 16-Hour course.

## Promotion of Real Estate REality Check Podcast

iTunes ranks podcasts in their featured sections based on some combination of the number of downloads, subscriptions, rating and reviews that a podcast receives.

Ask as many people to download, subscribe, rate and review our podcast here.

Promote through social media, newsletters, word and mouth, etc.

Encourage your network to enter our weekly raffle for a FREE 1-Year Subscription to Leasing REality on the podcast page, episode page or here.

## Secure Subscriptions and Recruit Additional Virtual Brand Ambassadors

You will receive a monthly stipend of \$50 (i.e., effectively the equivalent of a commission for the sale of a 1-Year Student Subscription without any further promotional discounts), plus a (i) commission (see chart on Brand Ambassadors page) on all sales of Leasing REality subscriptions that you secure and (ii) 5% commission on all sales of Leasing REality subscriptions secured by a qualified brand ambassador who you were the sole procuring cause in referring to Leasing REality.

## Master Your Craft

All Brand Ambassadors receive a FREE 1-Year Subscription to Leasing REality to Master Your Leasing Domain.

Boost your college application or resume, as you simultaneously make yourself marketable to prospective college admission officers and/or employers.

Seek out mentorship from the Leasing REality team.

Virtual Brand Ambassadors are given the first opportunity for a Summer 2019 in-office paid internship at Leasing REality (NYC or LI).

Winter/Spring in-office paid internships available at Leasing REality (NYC or LI).

*Additional information can be found on the password-protected Brand Ambassadors page. Access will be granted to you upon hiring.*