



REWARDING HEROES



RE/MAX
SERVICE FIRST

PROTECTING HEROES® VENDOR & PROVIDER Co-MARKETING PROGRAM DETAILS

The Protecting Heroes® Program is an exclusively-offered program sponsored by & offered only through RE/MAX Service First, LLC. Broker & owner John Gscheidmeier is a former firefighter, police officer and teacher and created this program to give back to Heroes.

The program is available to the following Heroes in the state of Wisconsin, but with an emphasis in South Eastern Wisconsin:

- Current and Retired **Police Officers, Deputies, Wardens, Troopers, Marshalls, Firefighters and EMS/Paramedics**
- All active **Military & Veterans** of all branches including ROTC
- Current **Healthcare Workers (Nurses, Doctors, Pharmacists, Physician Assistants, Nurse Practitioners, Chiropractor)**
- Current & Retired Teachers (**Public & Private Elementary, Middle, High Schools, Colleges, Universities**)

The program **Rewards all Heroes** by giving them a whopping **25 percent** of the sales commission earned by RE/MAX Service First on the sale or purchase of real estate. The **Reward** usually amounts to **thousands** of dollars – a true reward and our way of saying ‘thanks’ to the people who protect us, help us, and keep us safe every day. On the purchase of a \$300,000 home a Hero usually will be rewarded with a check for \$1,800.00! When selling the reward (or discount) amounts to roughly \$6,000.00!

Since inception we have given back or discounted over **\$760,000** to our Heroes! That is growing every day sale-by-sale.

HOW TO PARTICIPATE IN THE PROGRAM

NO ONE else, anywhere that we can find, is offering as much as we are in this program. Even Homes For Heroes®, a national program, only offers services related to the sale of the home. We extend our service to our Heroes even further by partnering with people like you to further help our Heroes when they need it.

The backbone of the program is organizations & contractors like yours that help our Heroes every day. You can join us in providing **Heroes your services** at a discount you choose. Providers **MUST** provide quality services to our Heroes at a discounted rate to be determined by you. The program will be supported by an active & results-driven website and the leads go directly to you. We specialize in online promotion on sites such as Facebook, Next Door, Instagram and more. The dedicated website is protectingheroeswi.org and is still being built. We need providers like you to help us promote the program and co-market your services.

YOUR INVESTMENT IS MINIMAL! Your cost is an initial setup fee of \$75 and \$250 for 2 years. You additionally must commit to an annual sponsorship commitment of \$75 to help pay for “Thank You” dinners, lunches or breakfasts for our local Heroes all over South Eastern Wisconsin. You will have input into which department, base or school we visit and of course, you will be able to visit with us. You will be advertised as the sponsor providing the food (or charity sponsor) with our program. We are not looking to make money on this but to invest into our Heroes program and say ‘thank you’ to them for what they do by promoting a program that helps them every day. To promote the program we will also be advertising, sponsoring K9 fundraisers, police events, runs, walks, burn camps, neighborhood watch programs, summer ‘thank you’ picnics for Heroes, parades, etc.

APPLICATION PROCESS

Once you tell us you are interested, we’ll have you complete some simple paperwork. From there we need to check references and check out your online presence to make sure you are a great fit to co-market with us.

NOTE: We are not a verification service of providers – we expect you to be a legitimate & honest business. Heroes, like with anything else, will be expected to do their own due diligence to be sure they are comfortable hiring you and your company.

We should have an answer to you within the next few days after application.

For 2020 we are participating in the Realtor's Home & Garden show and we are going to make a HUGE presence with your help. Our booth is at the entrance to the show, and visitors will know we are there for sure! To win prizes, they will participate in our "Around The Show" experience where they need to visit many booths and get stamped to enter. This way a visitor will be sure to stop at your booth when they might have just walked by. At the end of the show we will share our list for your own promotional purposes.

You will have the opportunity to submit giveaways, prizes, package discounts etc. as part of our prizes we will advertise in our booth. Of course, entry will be FREE to those attending, as long as they complete the entry

with their names, phone numbers, email addresses and you will get that information at the end. They will also have an opportunity to let us know what specific services they might need and we can direct them to you and your business.

- This program is not available through any other real estate companies, including other RE/MAX offices. This is an exclusive program we are building and offering.
- To date our program has given back over \$760,000 in discounts or rewards to our Heroes, and that number keeps growing sale by sale.

For more information and co-marketing disclosure information contact RE/MAX Service First, LLC. via email at info@soldwisconsin.com or call our office at 262.287.9900. If you are a great provider we want you to be a part of this program!



Protecting Heroes Vendor & Provider Co-Marketing Program Application

Complete the entire application. Contact the Program Coordinator at 262.287.9900 with questions.

Business/Provider Legal Entity Name _____

DBA (if applicable): _____

Business Address _____

City _____ State _____ Zip _____

Main Office Telephone _____ Contact Email _____

Business Category (list top 3) _____

Contact Person _____ Title _____

Contact Phone _____ Email _____

Liability Insurance Carrier _____ Policy Number _____

Number of employees _____

Does your business advertise on or use any of the following? (please select all that apply)

_____ Google _____ Facebook _____ Facebook Reviews/Recommendations

_____ Yelp _____ TripAdvisor _____ LinkedIn (business or personal: _____)

_____ Better Business Bureau _____ Other: _____

_____ Professional memberships (MBA, NARI, etc): _____

Please carefully read and review the attached Protecting Heroes Vendor Co-Marketing Agreement and Code of Ethics attachment. Prior to signing & agreeing, let us know if you have any questions. You are committing to provide our "Heroes" with the best possible service and savings by your involvement in the program.