

# Affiliate Partnership Guide



**RE/MAX**<sup>®</sup>  
TOWN & COUNTRY



**RE/MAX**<sup>®</sup>  
*Town & Country*

Hello  
there!

Thank you for considering partnering with us. RE/MAX Town & Country prides itself on its culture and the people who are committed to it. Our Culture represents our core values. We are passionate about helping others to achieve a better life & better business!

Over the past four years, we have grown in so many ways. It would be our greatest pleasure to have you grow with us on this journey.

-As Always Committed to Your Success-

*Howard J Payson*

Howard Payson, CEO/Broker

# Our Journey

In 2018, Howard Payson took a leap of faith with 6 amazing people. They decided to open up the first RE/MAX Town & Country in Fishkill, NY.

Over the next 4 years, the brokerage reached great success, going from 6 Agents to 100 with 4 offices in NY & CT. This growth earned them the achievement of being the fastest-growing office/franchise in a small market.

It is truly amazing what culture, hardwork, and determination can do to a small company.

Their passion and commitment is to continue to grow and find people who are passionate about helping others and want a better life/business.

**RE/MAX**

Howard Payson

**RE/MAX TOWN & COUNTRY**

HomesinHUDSONVALLEYNY.COM | 845.765.6128 |

584 US-9 N, Fishkill NY 12524



"The Culture and support is the most important part to my business growth. I am not sure where I would be with the amazing team I have here."

– RE/MAX Town & Country Agent

# Meet The Team



**Allison  
Zanine**  
Director of Support



**Ray  
Rivera**  
CFO



**Howard  
Payson**  
CEO



**Valerie Leichter**  
Compliance  
officer



**Diane  
Butterman**  
COO



- Fishkill
- Warwick
- Danbury
- Central Valley





# Why Work with Us

Our rapid growth stems from being in partnerships with like minded people. In any industry, as you know, no one succeeds alone. We pride ourselves on our relationships especially with our partners.

The opportunity to grow is met with excitement, creativity and adaptability. We recognize the same opportunity for our partners. It is instrumental in our agents' growth and yours too. We will be promoting you and your business to all of the clients our 125 agents work with and in our 5 offices.

We will strive to help you build life-long relationships that not only suit financial goals but will help you grow overall.

We take in pride in the ability to be different and grow differently



# Standard Benefits

We value our partners and affiliates, we want to make sure that this benefits you before all else. No matter which package you choose, we make sure that everyone gets the ability to present business cards in our office and have your logo's and links to your websites on all of our websites. All partners and affiliates will receive an advertisement in our yearly magazine (that gets sent out to every client who works with RE/MAX Town & Country), we will also give your business cards to all our agents so that they can recommend you to all their clients. Lastly, the importance of social media can no longer be ignored, we understand that managing your business gets overwhelming and finding time to make social media content seems impossible, which why we included the ability to consult with our in house marketing and social media department.



**Lorenzo  
Ash**  
[videographer](#)

# HEADLINER EVENTS

## Group A

Group A is our most prestigious events that will bring the most value to you and your business. It is the pinnacle of what we have to offer. We book two separate national speaker events per year, these events usually bring in anywhere from 100-200 clients from different brokerages together. Depending on the package you choose you can either host the event or have a booth for agents to visit. We will give you a table at our holiday party which is where we celebrate the brokerages yearly accomplishments. You will also be invited to our awards breakfast where we announce which of our agents won RE/MAX awards. Lastly, we take a yearly trip to Yankee's stadium to watch a ball game and take photos on the field (perfect photo opp. for social media!).



### EVENTS:

- ✓ R4 Las Vegas Annual Convention
- ✓ YANKEE GAME & PHOTO ON FIELD
- ✓ HOLIDAY PARTY
- ✓ AWARDS BREAKFAST
- ✓ NATIONAL EDUCATION SEMINAR
- ✓ R5 Company Annual Convention



# HEADLINER EVENTS

## Group B

Group B is where the majority of our events were sorted. This is the bulk of the culture of RE/MAX Town & Country. This is where you will find yourself really becoming a part of our team. The first group of events will be our holiday celebrations where we open up to the public and our past clients. These are family friendly events that really show why RE/MAX shines so bright. The first is our Halloween Event dubbed the Truck or Treat. The second is our pictures at Santa's workshop event where children will be at the locations taking holiday photos with their families. This is perfect spot for you to promote your business and really make a name and impact in our clientele. Secondly, the yearly cocktail event is where we invite everyone to come to the office and celebrate with cocktails and dinner, a very formal event perfect for advertising to all of our agents. We then have Biz & Brew. Biz & Brew is a recruitment event where we invite agents from all over to speak their minds and tell about their experience in the market. Lastly, we have Town Hall which is an internal event where Town & Country agents speak on the current state of the brokerage

### EVENTS:

- ✓ Halloween & Christmas Events
- ✓ Cocktail Events(Biz & Brew)
- ✓ Yankee Game & Photo's On Field
- ✓ Town Hall





# HEADLINER EVENTS

## Group C

Group C is our last group of events, which are smaller in scale but they are more personal and will give you the ability to make a genuine connection with our agents. In November we host a potluck, where everyone brings a dish and we come together for an evening of laughs. Once a month we have an orientation for our new agents where you can come and introduce yourselves to the new group of agents joining RE/MAX Town & Country. Money Talks is an event we host to help newer agents feel comfortable making calls, it is a training event that we host once or twice a month. We host team meeting for the numerous teams we have in the Town & Country family. Lastly, we give you guys the opportunity to come in and host a lunch and learn where you can speak to our agents.



### EVENTS:

- ✓ November Event
- ✓ Orientation
- ✓ Money Talks
- ✓ Team Meetings
- ✓ Lunch & Learns



# The Ultimate Partnership Package

OUR MOST PRESTIGIOUS AND APPRECIATED PARTNERSHIP. THE RELATIONSHIP AND BOND BETWEEN US WILL BE CHERISHED HEAVILY. NOT ONLY WILL YOU SEE FINANCIAL BENEFITS, THE INTIMATE CONNECTION WITH US WILL BE THE BEST WHEN COMPARED TO ANY OTHER PROFESSIONAL RELATIONSHIP  
\*LIMITED 2 PER INDUSTRY\*

## SUMMARY:

- ✓ Ticket To R4 Las Vegas & R5 TNC Convention
- ✓ Access To All A,B,C Events
- ✓ 4 (20~30 second) Commercial/Video/Podcast
- ✓ 1 Social Media consult & strategy building session
- ✓ Full Page Ad in Magazine
- ✓ Office Materials In 5 Office Locations

## TOTAL VALUE:

\$25,000

## ANNUAL

\$16,000

## MONTHLY

\$1,500



# The Premier Partnership Package

AN APPRECIATED PARTNERSHIP THAT PROVIDES LONG TERM VALUE. FULL ACCESS TO OUR ELEVATES YOUR RELATIONSHIPS, NETWORKING OPPORTUNITIES AND MUCH MORE.

\*LIMITED TO 3 PER INDUSTRY\*

## SUMMARY:

- ✓ Access To All A,B,C Events (Excluding R4 & R5 Ticket)
- ✓ 1 Social Media consult & strategy building session
- ✓ Half Page Ad in Directory
- ✓ Office Material In 3 Office Locations

ANNUAL  
\$6000

MONTHLY  
\$625





# Standard Package

Our Culture and mission is to work with people who are passionate about helping others, who want a better life and business. This package opens the door to a new way of business partnership.

## WHAT YOU'LL GET:

- ✓ Access to B & C Events
- ✓ 1/4 Page Ad in Directory
- ✓ Office Material In 2 Office Locations

## YOUR INVESTMENT

**ANNUAL**  
\$3250

**MONTHLY**  
\$300





# Simple Package

## INCLUDES

- ✓ Access to C Events only (A & B extra Fee)
- ✓ Social Media consult
- ✓ Office Material In 1 Office Location

## YOUR INVESTMENT

ANNUAL \$1000 OR \$100 MONTHLY