

**For REALTORS:**

## TownTeaser Partner Program

### Dogs Know When a Place Feels Like Home

As a former Realtor, I know why agents usually talk about the home and not the town. Fair Housing laws, firm compliance rules, and MLS standards all matter. They should matter.

But the town matters too.

**TownTeasers** are 60-90 second, agent-branded videos created for your website, social media, and listing presentations. They showcase the places people love and the communities they call home through the eyes and paws of a dog.

When I was ready to settle into a community after years of renting, I told my agent I was not just looking for a house. I wanted a home for myself and a German Shepherd I would name Mia.

Where would Mia and I walk? Where would we go? What would our life feel like there?

She understood immediately. She had four large dogs of her own.

Mia now lives with me and her dog dad in Wisconsin.

That is the heart of TownTeaser.

For dog people, home is more than an address. It's the walking route, the park, the patio that welcomes dogs, the trail where the leash comes out and the tail starts wagging.

MamaMia Marketing creates TownTeasers from that point of view. If you encourage your dog to sit on the sofa with you, you are officially invited to be a part of the MMM pack.

Mia and I explore towns and neighborhoods through her paws and my eyes. We find the parks, trails, patios, gathering places, and everyday moments that make a community feel like home.

Imagine walking into a listing appointment and showing a customer a Mequon TownTeaser about the neighborhood they already love and call home.

Then you hand their dog a homemade MamaMia pumpkin cookie.

As part of your listing package, your client receives a complimentary Homes Make Memories Keepsake at no additional cost to them or you. Each Keepsake opens with a personalized SOLD frame featuring the agent and the client's dog, follows the memories of the home and community they leave behind, and concludes with the agent's branded closing frame.

Presented on a thumb drive at closing, it becomes a lasting reminder of both the home and the relationship that helped make it possible.

*That's memorable, and perhaps a different conversation as well.*

# What's Included in the TownTeaser Partner Program

## Community-Focused TownTeasers

Your TownTeaser video showcases a town, neighborhood, or community you know and love. Mequon. Port Washington. A condo subdivision. Any town you serve or would like to have more listings in.

Each TownTeaser highlights the parks, trails, gathering places, dog-friendly patios, and everyday experiences that help people feel connected to a community. The result is a short video designed to help prospective clients see not just where a home is located, but what life there feels like.

## Agent Branding Package

Your TownTeaser includes a customized ending frame featuring your branding, contact information, firm logo, and an image of you and your dog. Once your branding package is created, it is automatically included on every TownTeaser in your library.

## Deb & Mia Neighborhood Guides

Every TownTeaser is guided by Deb and my dog, Mia. Together, we explore the parks, trails, patios, gathering places, and everyday experiences that make a neighborhood feel like home and bring that story to life through an AI-produced video.

By keeping Deb and Mia as consistent guides throughout the TownTeaser library, agents can build a recognizable collection of community videos while maintaining a familiar and welcoming experience for prospective clients.

## Growing Your TownTeaser Library

As your TownTeaser library grows, prospective clients begin to see more than an agent. They see someone who understands the communities they serve and what matters to them.

Over time, your TownTeaser library becomes a visual portfolio of the towns and neighborhoods you know best, helping you establish a recognizable presence in the communities you serve.

Use your TownTeaser on your website, social media, and during listing presentations.

## Homes Make Memories Client Keepsake

Every client receives a complimentary Homes Make Memories Keepsake Video featuring their dog and former home.

After an accepted offer, the agent provides the listing photos to MamaMia Marketing and the seller provides a photo of their dog. We create a personalized Keepsake Video and deliver it to the agent prior to closing.

When the seller receives their keys, documents, and closing materials, they also receive their completed Homes Make Memories Keepsake Video on a thumb drive.

## Partner Pricing

**One TownTeaser is a video.**

**Five TownTeasers become a library.**

**Twenty TownTeasers become a competitive advantage.**

As your TownTeaser Library grows, it becomes a collection of the communities you know, serve, and love. It helps prospective clients see that you're more than an agent. You're someone who understands the places they call home.

Every TownTeaser also includes the Homes Make Memories Client Keepsake, a personalized video presented as a gift to your client at closing. It gives your clients a lasting reminder of their former home and the dog who shared it with them.

We also provide Mia-approved homemade pumpkin dog cookies for your listing appointments because first impressions matter, especially to dogs.

It's a simple gesture that helps create a memorable client experience long after the transaction is complete.

### **First TownTeaser: \$495**

Includes your initial TownTeaser Agent Branding Package: contact information, closing frame featuring you and your dog, and one completed TownTeaser for the community of your choice.

### **Additional TownTeasers: \$395 each**

Once your Agent Branding Package has been created, additional TownTeasers add new communities to your TownTeaser Library using your established closing frame and contact information.

Every home leaves footprints on our hearts. Some of those footprints have paws.

Welcome to MamaMia Marketing!

*Deb & Mia*