



# Closing Gifts

for Real Estate Professionals

## **THE OPPORTUNITY:**

It is standard practice for Real Estate Professionals to send closing gifts to their clients upon completing a property transaction. The average gift spend typically correlates to the property value, but sources suggest a minimum range of \$100-\$150 per sales event. Commonly, agents in the residential space give home goods to their clients to celebrate their new purchase. A popular trend is to personalize those items with the clients name, monogram and/or purchase date using a variety of online ecommerce gift providers. We can partner to **CAPTURE THAT REVENUE STREAM** within your software as an added value feature for end-users.

## **THE SOLUTION:**

There are a wide variety of end-user solutions we can deploy from simplistic iFrames – to a much deeper level of integration embedding the gift giving function into your workflow, as part of your client's user experience (and everything in-between).

To determine the best path, we conduct a joint discovery session to better understand your product offering, workflow and unique business goals. Next, Brandize presents a Use-Case proposal for our recommended solution. Once agreed upon, we finalize a software development estimate (with our in-house team), create an implementation timeline, and execute a mutually beneficial contract agreement. Regardless of structure, our solution will include:

- Customized **END-TO-END FULFILLMENT SOLUTION**, from store set-up, to supply chain, to order fulfillment, to customer service
- Risk-free **DECORATE-ON-DEMAND SUPPLY CHAIN** to eliminate inventory (while fulfilling orders within 3-5 bus. days of receipt)
- Extensive **PRODUCT OFFERING** with an array of houseware / home-goods including throw pillows, canvas, blankets, cutting boards, coffee mugs, stemware, coasters and much more.
- Gift **PERSONALIZATION FUNCTIONALITY** for maximum impact
- Experienced and **DEDICATED CLIENT SUPPORT TEAM** to ensure smooth development, launch and program maintenance.

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## **ABOUT BRANDIZE:**

Our objective was simple: create an ecommerce platform allowing the B2B SAAS industry to capitalize on promotional product/gift spend. We use the most advanced technology partners to ensure maximum uptime and a safe and secure ecommerce environment. We also negotiated contracts with some of the top decorate-on-demand suppliers who are bound not only to competitive pricing, but social and environmentally friendly manufacturing and sourcing.

## **DOLLARS AND SENSE:**

Our business model is such that profit is derived from the products sold to your clients. Each item in our line is priced inclusive of all expenses (such as hosting, fulfillment and even customer service) and an appropriate royalty for our SAAS client partners. We routinely shop other gift sources to ensure your clients receive value in both convenience and budget.

