

Sunset

LIVING IN THE WEST

PROFESSIONAL GIFT SUBSCRIPTION PROGRAM



Dear Nancy :

Referrals and repeat business are the name of the game in real estate. If your clients forget your name or phone number - you're dead in the water....

Let me tell you about a great program that's ideal for promoting referrals and repeat business. It's **Sunset Magazine's Professional Gift Subscription Program.**

Sunset is a magazine that's perfect for both new and repeat homebuyers. It covers food, wine, entertaining, home decor, gardening and travel - all from a Western perspective. With 5 regional editions, you will get specific ideas for your climate for the garden and for local trips and attractions.

It makes a great gift for your clients - at holiday time, at closing, birthdays, or just a thank you gift. And each month, **your name, company name and phone number** are mentioned on the personalized cover wrap with a targeted message. What could be better?

What is even better is the **price** for this great gift that lasts all year!

1 year (12 issues) of Sunset for only \$14. No limits - give as many gifts as you like for this price--and no minimum, either. We don't think you can find a better gift anywhere for this price!

ORDERING ONLINE IS EASY: choose the category below that best applies to your business. (Individual and team have a similar message - the difference is just "I" and "we". Financial is specifically targeted at mortgage professionals.)



HELPFUL HINT: Remember to bookmark the appropriate order form, so that you can come back to it for each closing gift.

Please let us know if there is anything we can do to help you with submitting your gift orders. If you have a large list of gifts, you can always send them in excel or .csv format via e-mail, to specialservices@customersvc.com. If you have any questions, please call 1-800-888-5027.

We don't think you could find a better gift for this price, anywhere! So save yourself some time and energy and use Sunset as your standard Closing Gift

Your clients will thank you!

Sincerely,

Holly Klingel

Holly Klingel

Vice President of Consumer Marketing
Sunset Magazine



Here's a sample of the personalized cover wrap that is on every issue!

Have more questions about this program? Read our [FAQ](#), or call 1-800-888-5027

Need to see the sample [messages](#)?

BENEFITS

- Your company name, your name, and your phone number will appear each month on the wrap.
- Each subscription is \$14 for 12 issues - 42% less than a regular subscription.
- No maximum or minimum order.
- Free gift cards to distribute to your recipients
- Privacy. The names you provide to Sunset will not be sold or promoted in any way. Guaranteed.
- No deadline. You can start at any time.

Please pass this message along to others in your office who would benefit from this unique and effective client relationship-building program.