

LAER Chamber of Commerce Sponsorship

Please complete page 1 and 2 and email to HappyAgent@LAERrealty.com

A great way to grow your real estate business is to partner with your local Chamber of Commerce. Here you will find awesome opportunities to connect with local business owners through networking events, one to one meetings, and attending Grand Opening events of other businesses in your local area.

Many real estate agents choose to pay for membership into the Chamber of Commerce so that they have exclusive access to the business group for growing their business. If you are interested in sharing the membership with other agents at LAER, we have an exclusive program where LAER Realty will pay the Chamber of Commerce membership on your behalf as long as the following guidelines are met:

LAER Sponsored Chamber of Commerce Membership Requirements

1. Agent Point Person – One agent will be the point person for the membership. This agent will be listed as the member who will receive all correspondence from The Chamber (typically there are regular emails and invitations from The Chamber).
2. The agent Point Person will forward all Chamber of Commerce emails and invitations to all the agents in their office (this is easy to do through LAER Career Den).
3. 12 Blog Posts – Our social blogging team is always thirsty for new content for our website. We need our agents who are participating in the Chamber to provide us 12 articles over 12 months for our LAER Realty Blog. We have a specific [Business Spotlight](#) section on our site for these articles. Typically these are interviews with business owners who are members of The Chamber. This is GREAT for that business owner because they will be featured in our LAER Blog. This is GREAT for the agent who interviews the business owner because the agent will create a new personal connection with someone he/she didn't know before. This is GREAT for LAER because we need awesome content for our blog. The blog pieces can be done at any time throughout the 12-month membership. The written article should be short (under 300 words) and should include a photo (a logo for the business or a photo of the business owner). The blog pieces should be emailed to HappyAgent@LAERRealty.com for inclusion in our company blog. All 12 blog articles can be from one agent or they can be from 12 different agents at the office to divide up the work, but below, we ask for the blogging agents to give us their commitment to blog in advance of us signing the one year contract with The Chamber. By the way, a video interview will work for our blog too! The only blog content we cannot add to our site is content that competes with Ross Mortgage (our mortgage partner) or IMA Insurance (our insurance partner) but we are open to all other business owners, community leaders, teachers, and more.

Agent Commitment Acknowledgement

Date: _____

Name of Chamber of Commerce: _____

Annual Dues: _____

LAER Agent Assigned as Point Person: _____

By Signing Below, I acknowledge that I will forward all Chamber of Commerce email communication to the other agents in the office throughout the year.

Signature of Agent Point Person

date

Helpful Hints for Getting your 12 Blog Articles in 12 Months

Articles written by other LAER Agents:

<https://www.laerrealty.com/categories/Business+Spotlight/posts>

Sample Questions:

The 12 blog posts may be in article format or maybe video interviews with the business owner. Here are some sample questions to guide you (but of course, feel free to use your own questions).

- How long have you been in business?
- What made you get into this kind of business?
- Where do you call home and how did you choose that community to live in?
- What does the day-to-day look like in your business?
- What challenges have you overcome?
- How do you stay motivated?
- What makes you different from others in your field?
- What books or mentors have inspired you?
- Where do you see yourself in three years?

Submission:

Please email your blog content to HappyAgent@LAERrealty.com and we will post it to our site within 3-5 business days.

Our social media team will spell and grammar check it before it goes live. Once we post it on the website we will then share it with social media. We get over 10,000 unique visitors per month on our website and social media so this is an AMAZING opportunity for your interviewee!

How to ask for an interview:

Hi _____. My name is _____ from LAER Realty Partners. I'm in The Chamber with you! I love getting to know other local business owners so I was hoping we could meet up for a coffee this week so I could learn more about what you do. As well, if you are interested I'd be happy to write a little article about you on the LAER Realty Partners blog. Our website and social media sites receive more than 10K unique views per month, and this would be a cool way to showcase your business to other people in our market.