

## For REALTORS: MamaMia Marketing Homes Make Memories Partner Program

Welcome to MamaMia Marketing:

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 designed to help agents secure listings by creating a more memorable listing presentation. Rather than focusing only on the home, they help sellers reconnect with the experiences, memories, and sense of community that made them choose that home in the first place.

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 outside of Milwaukee, Wisconsin.

That is the heart of TownTeaser.

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.

For dog people, home is the walking route, the park, the patio that welcomes dogs, the trail where the leash comes out and the tail starts wagging. That's where memories thrive.

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 part of the MMM pack.

### What's Included: Agent Branding Package

Your branding package includes your contact information, firm logo, and an image of you and your dog. Your brand is incorporated into every TownTeaser and Homes Make Memories Keepsake Video, creating a consistent and recognizable experience across your entire library.

## How It Works

- Join the Partner Program and receive your agent-branded Milwaukee TownTeaser, Agent Branding Package, and Mia's Welcome Kit.
- Use the Milwaukee TownTeaser in listing presentations, on your website, and across social media to showcase the communities you serve.
- At a listing appointment, the TownTeaser helps sellers reconnect with the experiences, places, and memories that made them choose their home in the first place. With the seller's permission, you hand their dog a Mia-approved pumpkin cookie.
- When a seller chooses you as their agent, the Milwaukee TownTeaser can be customized with the property's address and your agent information on the closing frame as part of your marketing plan.
- As part of your closing experience, Homes Make Memories Keepsake Videos may be ordered for participating clients. The agent provides listing photos, the client provides one or two photos of their dog, and MamaMia Marketing creates a personalized Keepsake celebrating the home, dog, and community they are leaving behind.
- The completed Keepsake is delivered on a thumb drive for presentation at closing, creating a lasting reminder of the home they loved, the dog who shared it with them, and the agent who helped make the next chapter possible.

## Community-Focused TownTeasers

Every Partner Program membership includes immediate access to the Milwaukee TownTeaser, a professionally produced community storytelling video guided by Deb and Mia.

Designed for listing presentations, websites, social media, and property marketing, the Milwaukee TownTeaser helps sellers remember what made a community feel like home while helping prospective buyers imagine life there.

Additional TownTeasers may be purchased as they are released, allowing agents to build a growing library of communities using their existing branding package.

## Homes Make Memories Client Keepsake

Homes Make Memories Keepsake Videos may be ordered for an additional cost for individual clients as part of the closing experience presented in a deluxe thumb drive from the agent.

Every Keepsake includes your customized branding on both the opening and closing frames, helping maintain a lasting connection between those memories and the agent who helped make them possible.

Each Keepsake is personalized to the client, celebrating the home, dog, and community that was their home. The agent provides listing photos, and the client provides one or two photos of their dog.

## Mia's Welcome Kit

Included with your Partner Program membership is a simple, memorable way to bring the TownTeaser experience into your listing appointments.

Each kit includes two dozen Mia-approved pumpkin dog cookies and Mia's pumpkin cookie recipe, giving you a thoughtful, on-brand way to connect with sellers and their dogs.

## Partner Pricing

One TownTeaser is a video.

Five TownTeasers become a library.

Twenty TownTeasers become a competitive advantage.

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

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

## First TownTeaser: \$495

Includes:

- Agent Branded Milwaukee TownTeaser
- Agent Branding Package
- Snowball Keepsake Video Sample
- Mia's Welcome Kit (two dozen pumpkin dog cookies and recipe)
- Ability to purchase future TownTeasers as they are released

Your Milwaukee TownTeaser is not limited to a single listing. Use it as often as you like in listing presentations, on your website, and across social media.

## Additional TownTeasers: \$395 each

Additional TownTeasers are released periodically by MamaMia Marketing. Partners may suggest future communities for consideration. New TownTeasers are prioritized based on partner interest, production schedules, and overall demand.

## Homes Make Memories Keepsake Videos: \$99 each

Available separately for participating clients after a listing agreement is signed.

Each Keepsake is personalized to celebrate the client's home, dog, and the community memories with the agent's branding on both the opening and closing frames.

Presented by the agent at closing, the Keepsake becomes a lasting reminder of the home they loved, the dog who shared it with them, and the agent who helped make the next chapter possible.