

# UB4ME Foundation Membership

**WELCOME!**



# TABLE OF CONTENTS

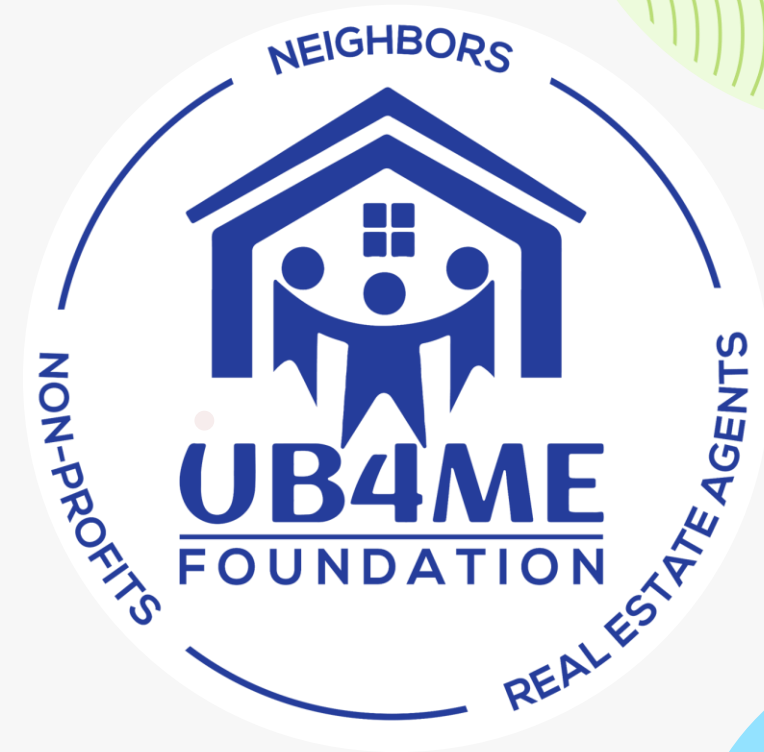
PG 4.....	Member Services
PG 5.....	Agents For Change
PG 6.....	Claiming Services
PG 7.....	Big Checks
PG 8.....	Local5
PG 9.....	In-Action Day
PG 10.....	Marketing Requests
PG 11.....	Summary
PG 12.....	Become A Member

**As a member,  
there are a few  
things you  
should know...**



# 1) We will grow your toolbox and help you to succeed!

- **Why?** When we help you to succeed, UB4ME, local non-profits, and clients succeed along with you. We take care of our members because in doing so, we create stronger neighborhoods and long-term clients who want to strengthen their communities alongside us.
- **How?** In three ways... Social Media Marketing to hundreds of potential buyers in your MLS area, Networking Opportunities with local agents and trailblazers in your field, and Educational/Training Opportunities by professionals who invest themselves in your success!





2) You aren't just a real estate agent... you are an AGENT for CHANGE.

- Simply by being a member, you join our initiative to increase volunteerism, donations, local non-profit growth, and overall neighborhood health in your community. The best part... We do all the work for you.



### 3) Being a member is simple.

#### Marketing

- Fill out a photo release form and email your pictures and good news to us...We will blast your post on Facebook, Linkedin, and Instagram, tagging our network of affiliates and offering you instant exposure to hundreds within your MLS area!
- Agent Biographies on our website.

#### Educational Training

- Periodic Zooms featuring real estate industry professionals.
- Guest speakers in small-group Zooms, allowing you to communicate with trailblazers in your field.
- Digital gifts featuring current events, articles, and publications that can help you grow!

#### Networking

- Round-Table Discussions offering you an opportunity to meet and greet real estate agents and affiliate professionals.
- Annual events and gatherings that aim at client-gathering, marketing our agents, and shaking hands with like-minded people who want to give one another a hand-up.

#### Other Perks

- Your Sign-On Kit includes a T-shirt, a UB4ME pin, and (if you got the 12 mo. Membership) a BIG CHECK! These let people know you are an agent who gives back!
- Digital Monthly Newsletters to send to your clients! (WOW!)
- Access to our Agent Swag Shop. Request a personalized shirt!

# What is the BIG CHECK and why do agents love them?

## Reach More People, Drive More Sales

- Big Check pictures get the most attention on social media. Our affiliate partners love to share them because they accumulate interest, comments, and shares. Plain and simple... people love them. They want to know what YOU are doing and be a part of it.

## Strengthen Your Brand, Invoke Excitement

- Big Checks act like roadside banners on social media. It's a great opportunity to take a picture with your clients in front of the house they just purchased/sold. Every potential client will want to feel THAT way when they buy/sell their own home. Big Checks lead to Big Referrals!

## Inspire Generosity, Motivate

- Big Checks make Big Donations a Big Deal. Clients walk away knowing their donation made a difference. This kind of giving and support is contagious.... Potential clients will be drawn in by the positive experience and the opportunity to give back. These posts scream, "Now is the time to move" and "I'm here to help!"

## EMPOWER YOUR CLIENTS

- Offer clients the option to make donations within your Local5. They get to choose which nonprofit to gift. At the closing table, pull out the big check, make it out to the nonprofit of their choice, and head to the home for a Big Check picture. With cash or keys in hand, business done, and all the feel-goods that giving back inspires, you will have earned clients for life!



# Local5

Take pictures with your Local5 so we can advertise the great things you do with UB4ME Foundation!

**Marketing** your photographs and participations with the Local5 allows us to bring attention to each nonprofit, agents in your area, and the neighborhoods you serve! Marketing is a piece of our mission and service of empowerment. We want to help you so that you can help your community! UB4ME believes that helping others into their new homes is an opportunity to build better neighborhoods for our clients. That begins with you! Wearing the UB4ME pin tells customers that you CARE; choosing you as a real estate agent is a way clients give back.

**YOU become a vehicle for CHANGE toward betterment!**

**Local nonprofits are the heart of UB4ME.**

**We vet five local nonprofits in each member area so that agents can support their mission and cause. Each nonprofit that we vet will maintain current event postings, offer volunteer opportunities that are open to all community members, and operate at a local level. The five chosen nonprofits will have diverse missions. We encourage recommendations of nonprofits to our vetting-team.**

**Our Real Estate Agents are invested in the betterment of the communities they serve.**

**Inclusive - Volunteer Focused - Local - 501c3 - Diverse**



The logo for UB4ME In-Action Day is located in the top left corner. It features the text "UB4ME" in a blue, sans-serif font, with a thin blue horizontal line underneath it. Below this, the words "In-Action Day" are written in a green, sans-serif font. The entire logo is enclosed within a thin orange circular border. There are also several small, semi-transparent colored circles (blue, green, orange) scattered around the top left of the slide.

## UB4ME In-Action Day

**UB4ME** was founded on **May 29, 2020**. We celebrate this date each year with all our members through volunteerism in our local community. In-Action Day celebrates the joining of hands between agents, nonprofits, and neighbors.

This is a day that our nonprofit kicks into high gear with a community-wide event. The goal? Meeting needs and establishing relationships within our community. Neighbors meet nonprofits and learn about their diverse missions. Attendees will be able to apply for help with these nonprofits, volunteer to serve, or at the very least, learn about what our community has to offer.

All pictures of agent members volunteering in the community (along with photo release forms) will be used for marketing purposes. These pictures will be blasted on social media, tagging each of YOUR Local5, insuring hundreds of people in your MLS area see the great things you are doing with your profession, to strengthen and unite the neighbors you serve.

A silhouette of a city skyline is positioned at the bottom of the slide. It features a row of various house shapes in the foreground, with a more complex skyline of taller buildings behind them. The entire graphic is rendered in black and white.

**WE WANT EVERYONE TO KNOW THAT YOU ARE  
A REAL ESTATE AGENT WHO CARES!**

# Forms for Member Use



When a new member's application is processed, the following forms will be provided to them. Marketing requests allow agents to share their successes, photos, and news with just a few clicks of the mouse! This is how it works...

## Photo Release Forms

When you have a photo to submit to UB4ME Foundation for marketing purposes, you'll need to have every person in those photos sign this form. When you submit a Marketing Request via email, just be sure to attach this document. We already have a PRF on file for you, so you only need this form filled out when others are in your picture.

NOTE: We can always blur backgrounds and work our photography magic if you don't have PRF for every single person in a picture!



## Marketing Request Forms

We want to share your good news. You can submit links to your blog, written works you've authored, images, business successes, stories related to being a UB4ME Agent... the options are endless! Our Social Media Specialist will consider each request and contact you regarding the details. Just be sure to shoot us an email with your request that includes this form as an attachment. If photos are involved, be sure to include the release form, too.

## Member Requirements

- Licensed Real Estate Agent
- Membership fee: \$20/mo. annually  
OR \$25/mo. for 6 mo.

## Member Benefits

- Vetted Local5
- Training Opportunities
- Free Marketing Sign-On Kit
- Advertisement of your events and closings to hundreds of people within your MLS area
- Digital, monthly UB4ME Newsletter to share with clients- Wow!
  - Thank you emails to donors (Agents & Named Clients)
  - Access to Agent Swag Shop (personalized upon request)
  - Weekly Featured Agents advertised on social media sites
    - Agent Biographies advertised on our website
    - Established Referral Network



# Are you ready to become an Agent for Change?

Visit our website at  
[UB4MEfoundation.com](http://UB4MEfoundation.com)  
to apply for membership!

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