


PARTNERSHIPS

A 3X INC 5000 COMPANY

 (401) 229-2289





WHO IS CHRIS PREFONTAINE?

CHAIRMAN & FOUNDER

- Four-time best-selling author of *Real Estate on Your Terms*, *The New Rules of Real Estate Investing* and *Sell With Authority for Real Estate Investors*
- Forbes Business Council Member
- Chairman and Founder of the Smart Real Estate Coach
- 3x Inc. 5000 Honoree
- Host of the Smart Real Estate Coach Podcast with almost over 400+ episodes.



WHO IS ZACHARY BEACH?

CHIEF EXECUTIVE OFFICER, PARTNER

- CEO/Partner of 3x INC 5000 Smart Real Estate Coach
- Partner at Wicked Smart Finance, proprosperity.io & Original Real Estate
- Three-time Amazon Best-Selling Author
- Co-host of the Smart Real Estate Coach and Not Just a Transaction Podcast



OUR **GOAL** FOR YOU

As a part of our community, our goal is to help you get qualified referrals and increase your business revenues. More than simply mentioning your brand on our various media outlets, we actively seek ways to help you multiply your investment.

We do this by coming up with new and creative ways to drive qualified traffic towards your products and services, ultimately:

- Increasing your brand awareness
- Driving traffic to your website or blog
- Driving traffic to landing page funnels
- Referring members to you who have specific needs
- Generating qualified leads that come to you

We strive to make every business relationship long-term, but we understand that this depends on the returns you see from these efforts. That's why we work hard to find the best ways to include your products and services in our media properties — in relevant ways. The more highly-targeted referrals you get from us, the more likely you'll be to increase revenues on your end.

Great
Place
To
Work®

Certified
2022
USA™





**REAL
ESTATE
TRAINING
WHERE
EVERYONE IS
PART OF THE
FAMILY**

MADE UP OF SEVERAL MEDIA PROPERTIES

- Wicked Smart Summits
- Coaching and mentorship
- YouTube channel
- Podcast
- Live and virtual events
- Self-guided courses
- Videos

PARTNERS AND SPONSORS RECEIVE

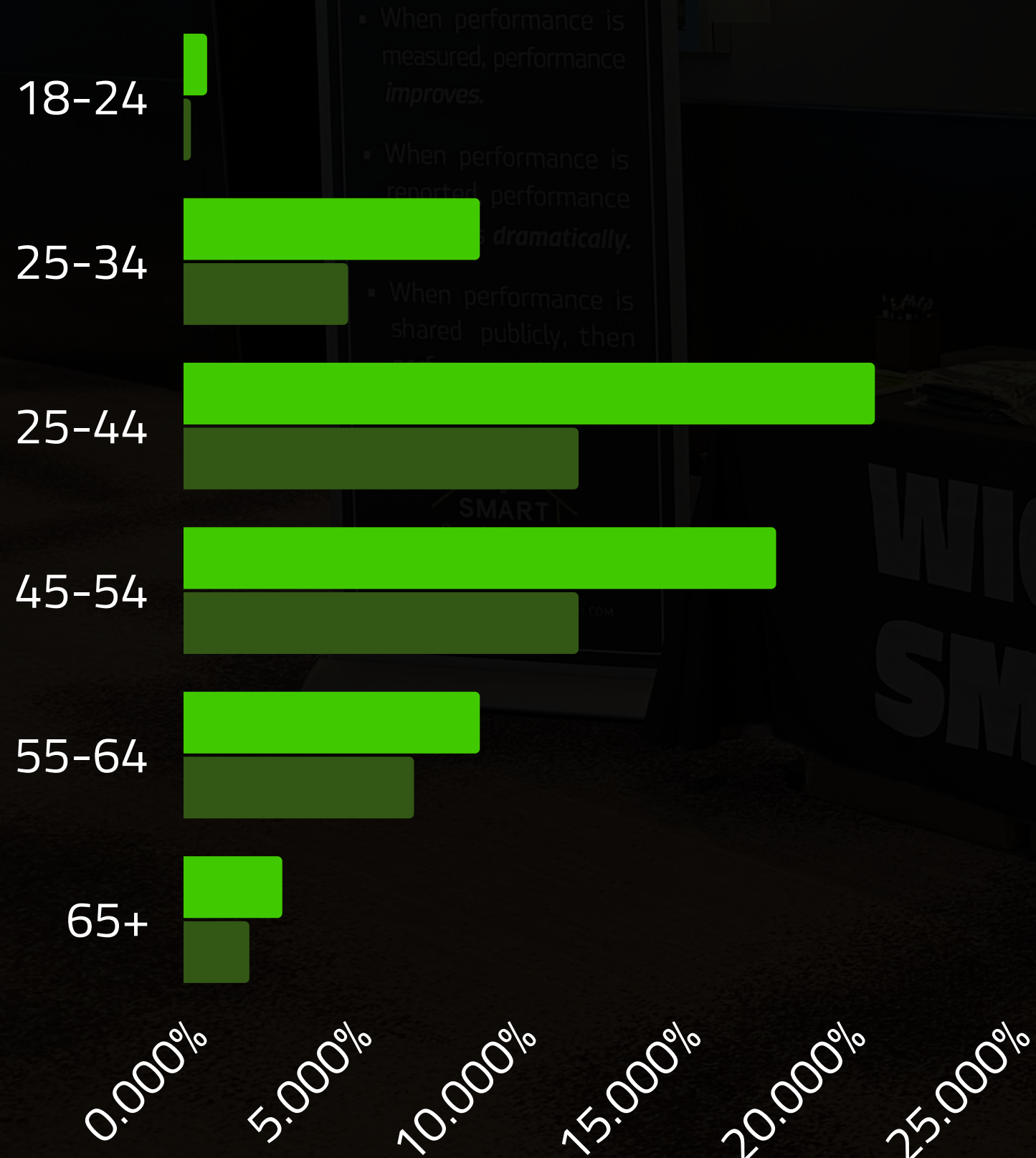
- Brand awareness
- Promotion and advertising
- Qualified leads and relevant referrals
- Visibility
- Goodwill
- Engagement

GOALS FOR SPONSORS

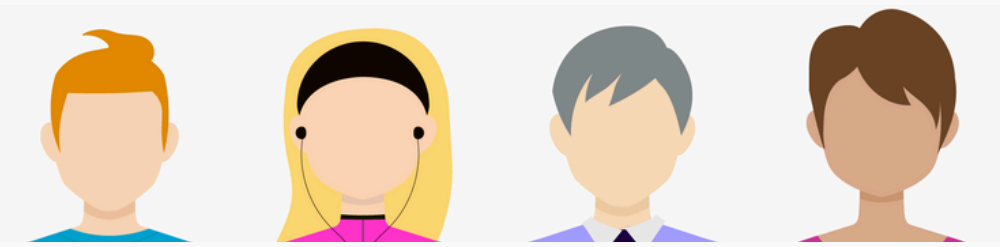
- Educate entrepreneurs and real estate investors about your products and services
- Increase your brand awareness and loyalty
- Grow your customer base and drive your traffic and sales



DEMOGRAPHICS OF THE **ENTREPRENEURIAL** **AND REAL ESTATE COMMUNITY**



WICKED SMART'S CUSTOMER AVATAR



- Willingness to learn, grow, and participate in personal development
- Come from a background of family-run businesses, and/or
- Ran a business of their own
- Disciplined (Athletes or Military)
- Their "WHY" is driven by family
- "I care about helping people."
- Worked in a corporate environment and made good money
- Have sales and/or phone experience
- Want to build a business, not just do deals
- Want to leave a legacy for their family and build generational wealth
- Not interested in having to raise capital
- Exposure to the inner machinations of a business
- Like to read



EMPLOYED FULL-TIME LOOKING FOR FREEDOM
 • \$150K AVERAGE ANNUAL HOUSEHOLD INCOME

WHY PARTNER WITH WICKED SMART?

MEASURABLE ENGAGEMENT

- Wicked Smart measures engagement and activation, and creates customized campaigns
- Reach your market: Entrepreneurs and real estate investors with purchasing power
- Promotional opportunities include pre-marketing on-site and follow-up campaigns
- Interactive Contests to promote your brand

MEDIA AND EXTENDED REACH

- Multi-media campaign includes television, radio, strategic alliances, videos and blogs
- Online marketing campaign through a variety of media outlets
- Social media presence on Facebook, YouTube, TikTok, Instagram and LinkedIn
- Email marketing and follow-up
- Blogs and podcasts
- Press releases and articles
- Newspaper and magazine promotions

ONLINE AND DIGITAL MARKETING

- Video and mobile marketing





TOP 10 REASONS TO SPONSOR WICKED SMART

Speaking and Events for Wicked Smart will provide measurable engagement for your brand

Connect Your Brand to Entrepreneurs and Real Estate Investors with Purchasing Power

Boost Brand Awareness and Loyalty through product placements, signage, company representatives, traditional and digital media

Increase your media presence and exposure.

Access-to-Audience through email marketing, social media, videos, blogging, and mobile marketing

Contests and Rewards to Provide Engagement through multimedia campaigns, including a variety of digital media

Expand Your Target Audience, gaining customers and driving sales.

Wicked Smart Team as spokespersons for your brand

Cause-Marketing Benefits through the support of a charitable partner, Franciscan Children's

Award Presentation as you receive the "Making a Difference Award" with media and photo opportunities



ULTIMATE MARKETING PLAN

- Smart Real Estate Coach **Podcast, speaking and event**
- Customized interactive **contests**
- **Social Media:** Facebook, Instagram, YouTube, TikTok, and LinkedIn
- **Email** marketing to loyal fans
- **Blogs** and mobile marketing
- **Podcast** advertising
- **Newspaper** and magazine articles
- **Press releases** and articles
- **Advertising** and speaking

SMART REAL ESTATE COACH PODCAST

We have 96+ Countries represented in our audience - real estate investors from all niches and want to be real estate investors. Our ideal avatar is the high-earning corporate employee looking to transition into entrepreneurship.

When performance is measured, performance improves.

- When performance is reported, performance improves *dramatically*.
- When performance is shared publicly, then performance improves *exponentially*.

Ranked #26 Best Real Estate Podcast for 2023 with over 400 episodes.

New episode release receives an average of 12,000 downloads across several streaming services earns a spot in the top 5% of podcasts.



Jon Gordon



Sharon Letcher



Ed Mylett



Brian Tracy

SMART REAL ESTATE COACH PODCAST

GUEST EXPERTS



Chris Voss



Forbes Riley



Dr John Demartini



Rudy Ruettiger



Kim Scott



David Nurse



Kevin Harrington



Chris Norton

LIVE EVENT **KEYNOTE** **SPEAKERS**



Speaking and Spotlight Arrangement at
QLS Live, Summer of Deals and Wicked Smart Summit



David Nurse

QLS 2022 Keynote Speaker



Rudy Ruettiger

QLS 2019 Keynote Speaker



Ed Mylett

QLS 2020 Keynote Speaker



Jordan Montgomery

Wicked Smart Summit 2023 Speaker

LIVE EVENT SPONSORSHIP



SPEAKING AND SPOTLIGHT ARRANGEMENT AT QLS LIVE

- 40 minutes of main stage speaking time
- Deliver your content and sell an agreed-upon product
- Content must be beneficial and approved beforehand.
- Affiliate payout to SREC on products sold (if applicable)
- Booth to sell your product (if applicable) or have flyers/giveaways
- Featured space on our event website and promotional emails
- Video footage of your presentation filmed at the event
- Discounted room package at the hotel
- Food provided for both days (breakfast and lunch)
- Table banner for your booth (you provide high-res company logos)

SPOTLIGHT ARRANGEMENT AT QLS LIVE

- Affiliate payout on products sold (if applicable)
- Booth to sell your product, have business cards, flyers, etc.
- Featured space on our event website as a vendor/sponsor
- Discounted room package at the hotel
- Food provided for both days (breakfast and lunch)
- Table banner for your booth (you provide high-res company logos)
- Company mention from stage (minimum 1x per day)

ALTERATIONS TO THESE PACKAGES WILL BE MADE FOR VIRTUAL EVENTS

BE SURE TO ASK ABOUT HOW YOU CAN SPONSOR ONE OF OUR EXCLUSIVE "ASSOCIATES ONLY" DEVELOPMENT DAYS, MASTERMIND EVENTS, OR GROUP DINNERS.



LIVE EVENT SPONSORSHIP



Whether you're interested in speaking at our event or would like to send a representative to share information about your company, we would love to have you represented at our next live event. And, more importantly, the attendees from our community will love your information. It's not a cold audience. These people have spent \$1,000 on our core product, in addition to the cost of their event ticket, and they average \$4,000 in purchases per head each event.

We also offer event meal and/or social sponsorship opportunities to pair with our speaking packages. These must be approved by SREC.

In addition to the the 40 minute timeslot you'll have during the event, you can also speak for an additional 20 minutes at either lunch or breakfast, giving you one hour total speaking time.

The fees associated with meal sponsorships include the cost of the speaking and/or booth arrangement. For more information on these packages, see the next page for details.



**CONNECT YOUR BRAND TO ENTREPRENEURS AND
REAL ESTATE INVESTORS WITH PURCHASING POWER**



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SMARTREALESTATECOACH.COM