

The 23 Essential Landmark & Lortie Resources for Your 2026 Business Success

We are committed to partnering with you for success. Utilize this comprehensive suite of **23 essential resources**—spanning Technology, Marketing, Client Retention, and Professional Growth—to maximize your efficiency, attract more clients, and close more deals throughout 2026.

1. Technology & Transaction Management

These tools streamline your daily operations, saving you valuable time and ensuring compliance across all your deals.

1. **Google Workspace Business Suite & Gemini AI:** Full access to essential professional tools (Gmail, Calendar, Docs, **Gemini AI**, Meet, etc.). **(\$81 Annual Value, Paid by Company)**
2. **SkySlope Transaction Management:** A powerful, industry-standard platform for managing all your deals from contract to close, ensuring organized and compliant files.
3. **Integrated Massachusetts Forms:** Direct access to all necessary writable Massachusetts forms instantly within the SkySlope platform for seamless document preparation.
4. **DigiSign Digital Signature Service:** Secure and convenient e-signature capability for all your electronic signature needs. **(\$64.99 Annual Value, Reimbursed)**
5. **Discounted ShowingTime Service:** Affordable, efficient scheduling and showing management service. (\$7.00 per month/per listing)

2. Marketing & Lead Generation

Leverage our infrastructure and dedicated support to increase your visibility and stay connected with your sphere of influence.

6. **Dedicated Social Media Strategy Team:** Leverage support from two dedicated team members to enhance your online presence and build a strong content strategy.
7. **Facebook Boosted Social Media Postings:** Automatic posting of your new listings on company social media, including a Facebook boosted ad to maximize reach.
8. **Professional Listing Video Production:** Receive **FREE** high-quality listing videos produced by a dedicated team member. (7-day notice required prior to the listing date.)
9. **Online & LRE Relocation Lead Warm-Up:** Receive pre-qualified Online and Leading Real Estate Companies of the World (LRE) Relocation leads, warmed up by a dedicated team member.
10. **Surveys and Testimonial Collection:** Company support for collecting client surveys and posting testimonials on social media to build trust. (Requires response to closing email.)
11. **Custom Presentation Toolkit (CMA):** Access professional, data-driven Buyer and Listing presentations to win clients. **(\$240 Annual Value, Paid by Company)**
12. **Professional Presentation Materials:** Access to high-quality presentation folders and brochures to instantly elevate your professional image.

13. **Promotional Items with Company Branding:** Use co-branded promotional items to effectively market yourself at events, open houses, and client meetings.
14. **Discounted Collaborative Print Advertising:** Save money by participating in discounted co-op print advertising opportunities.
15. **Company-Sponsored Events:** Participate in official company events to elevate your exposure and build key professional relationships.

3. Client Retention & Referral Systems (TPMCO.com)

These resources are designed to help you generate lasting repeat and referral business for years to come.

16. **5-Year Client Follow-up Program (TPMCO):** Comprehensive 5-year client follow-up program utilizing TPMCO.com that sends 21 postcards over the period. **(\$20 Value per Client, Paid by Company upon request)**
17. **Sphere Annual Mailing Reimbursement:** Get reimbursed for part of the cost of an annual mailing to your Sphere through TPMCO.com. **(\$50.00 Value)**
18. **Just Listed Postcard Reimbursement:** Partial reimbursement for the cost of "Just Listed" postcards through TPMCO.com. **(\$15.00 per mailing)**
19. **Just Sold Postcard Reimbursement:** Partial reimbursement for the cost of "Just Sold" postcards through TPMCO.com. **(\$15.00 per mailing)**

4. Education & Professional Development

Invest in your future with subsidized training and a dedicated leadership team.

20. **Dedicated Career Consultation:** One-on-one sessions with the management team to tailor your business plan to your strengths and create a detailed plan for success.
21. **Industry and Market Update Meetings:** Access to regular in-office and virtual meetings for current market insights, compliance updates, and industry intelligence.
22. **LeadingRE Institute 2.0 Online Education:** Access a vast, comprehensive library of online learning modules covering virtually any real estate topic through the Leading Real Estate Companies of the World network.
23. **Designation Scholarship Fund:** Receive **50% tuition reimbursement** upon completion of nationally recognized designation courses. (Annual company budget of \$1,500, first-come, first-served.)

Reimbursement Policy

For any item offering Company reimbursement (indicated by **Reimbursed** or a **Value**), please complete the "Reimbursement Form" and email the form to accounting@landmarkre.com.