

## **RE/MAX Executive Creates \$1M New Revenue Stream in 6 Months**

Sales and marketing groups in all industries are responsible for sustaining and growing business. When a business development group can find a way to generate a new revenue stream, it is akin to hitting the “mother lode,” or in Texas oilfield lingo, “bringing in the gusher.” When Cynthia Fodell Mott assumed the role of Director of Marketing and Business Development for the RE/MAX of Texas Region, neither she nor her team could imagine the huge revenues that would flow as a direct result of building and leveraging new relationships with vendors, suppliers, and affiliated companies. Cynthia did the unthinkable; she brought in the “gusher” and generated nearly \$1 million from a new revenue stream in the first six months.

In 1998, Cynthia was recruited to RE/MAX® as the Communications Manager for their growing Texas Region. By September 2001, she was promoted to Director of Marketing and built, managed, and mentored an award-winning team of professionals. She worked with Carat Fusion to revamp the RE/MAX Website through the implementation of SEO (Search Engine Optimization) and revised the text to incorporate key words that would generate more “hits” when individuals Googled a concept or used a search engine.

In January 2002, Cynthia identified the potential for generating a new revenue stream by approaching real estate-affiliated industries and offering them an advertising presence on the revamped RE/MAX Website, in the company newsletter, direct email campaigns, and employee/member internal (intranet) communications. The new revenue could be directed to fund statewide conventions and other educational initiatives for RE/MAX employee/members. Cynthia created a business plan to build the strategic relationships critical for success. She defined a strategy and identified the specific companies she would target to become preferred providers for the RE/MAX of Texas network.

Cynthia contacted targeted companies including Bank of America, Chase Manhattan Mortgage Corporation, Washington Mutual, Stewart Title, Chicago Title, American Home Shield, MBO Partners, Inc., CRES E&O Insurance, Pearl E&O Insurance, Nationwide Insurance, Lone Wolf Software and numerous other industry-related companies. She cultivated relationships with C-level executives, defined strategic marketing objectives, and tailored individual sponsorship packages that included speaking opportunities at various Broker/Owner events, educational programs, new agent orientation training, breakout sessions during conventions, Internet and RE/MAX internal (intranet) advertising presence, and ads in the quarterly newsletter, the *RE/MAX of Texas Reporter*. She sold at the top and executed the plan throughout the organization.

In the case of Bank of America, she put together a plan that provided Internet presence on the Mortgage Calculator (on the RE/MAX home page) and a link from every RE/MAX listing throughout Texas on the Property Search.

Cynthia worked with the RE/MAX information technology group to provide Bank of America and other sponsor clients personalized monthly metrics that showed the Impressions, Clicks / Visits, Page Views, Unique Visitors, Pages Viewed per Visit, Time on Site, and Transactions. This report enabled sponsors to assess the overall investment value and determine their ROI for the fees they paid for their marketing presence within the Texas RE/MAX network.

Within six months, the relationships were in full swing—generating nearly \$1 million in new revenue that could be reinvested in continuing education programs for the RE/MAX membership, used for recruiting and retention efforts, and applied to funding keynote speakers for conventions and other initiatives that directly contributed to growing the Texas region. Cynthia’s efforts were instrumental in leading RE/MAX of Texas to win the “Region of the Year 2003” and “Region of the Year 2006” awards in recognition for the highest growth rate of the 67 countries represented within RE/MAX International. In addition, their robust 58-page regional news magazine won first place as “Best Newsletter” in the RE/MAX International network.

Cynthia became known as the “Business Development Expert” and was asked to present to her colleagues at the RE/MAX International Convention in 2004. Cynthia Fodell Mott, serving as Director of Marketing & Business Development, applied her unique people skills to build relationships that produced an entirely new revenue stream for RE/MAX of Texas. In a traditional Texas way, she brought in the gusher.