

# Networking Opportunity

The Premise for Single Woman Homeowner (SWH) is Simple:

- Market research shows this to be one of the largest and fastest growing segments of home buyers in the U.S. and Canada.
- Women enjoy working with other women who understand the way women think and respond to products and services being offered to them.
- Professional women are much more likely to join "networking groups" that they feel an affinity with.



## What's In It For You?



**By joining SWH, you are immediately connected** to hundreds of other professional women around the country.

By starting your own group, you get to decide who joins, what the fees will be for each member and all aspects of how your group will operate. We provide you with a comprehensive marketing plan to help you start. You get a new source of leads and referrals for growing your business.

**There are no fees from  
SingleWomanHomeowner.com for leads!**

## How Does It Work?

Once you subscribe to the zip codes you want (first come - first serve), you are provided with a comprehensive marketing plan:

- **Setting Up a Local SWH Networking Group** - We have applied the networking skills and techniques learned from working within other national networking groups that bring people together and facilitate the sharing of leads, referrals and ideas for recruiting members. (see
- **Launching/Promoting Your Group** - We not only give you great ideas, but step by step instructions on how to structure, recruit and promote your group and its products/services. Plus we have designed high-quality marketing materials for you to use in promoting your business should you decide to use them.
- **Website Focus** - The website provides valuable content and resources to single women within North America (US & Canada). Our marketing team is continually researching

new content, services and technologies that will enhance the website for consumers and your business.

- **Internet Marketing Services/Lead Generation** - Our site is designed to achieve prominent search results by Google and other search engines.
- **Support Services** - While the main support for building your business will come from the members within your own group and leveraging the knowledge, experience and skills of other SWH groups around the country, the website and staff at **SingleWomanHomeowner.com** is here to provide the information and tools needed to efficiently build your business.



## What's It Going To Cost?

If you set your group up the way we recommend, it can literally cost you nothing to get started!

- There is an annual fee for each zip-code you reserve.
- Fees vary depending on whether you reserve one zip-code (\$120/yr.) or 5 zip-codes (\$72/yr/ea.).
- Determine how many members you expect to bring into your group and then divide the annual fee by the number of members you intend to recruit.
- If you anticipate having 8 members and reserve one zip-code, the annual cost to your members is only \$15 each per year!

## How Much of My Time Is It Going To Require?

The amount of time it will take to get up and running depends on a number of factors such as the size of your current network (contacts) who might be suitable members of your group and whether you need to recruit outside your sphere to fill these positions in your group. Based on the results of our test groups, over 75 percent of the professional women you approach with the opportunity will want to join your group.

### Pricing Structure

# of Zip Codes	Yearly Subscription	Annual Cost / Member(4)	Annual Cost / Member(8)
1	\$120	\$30	\$15
2	\$200	\$50	\$25
3	\$280	\$70	\$35
4	\$320	\$80	\$40
5	\$360	\$90	\$45

