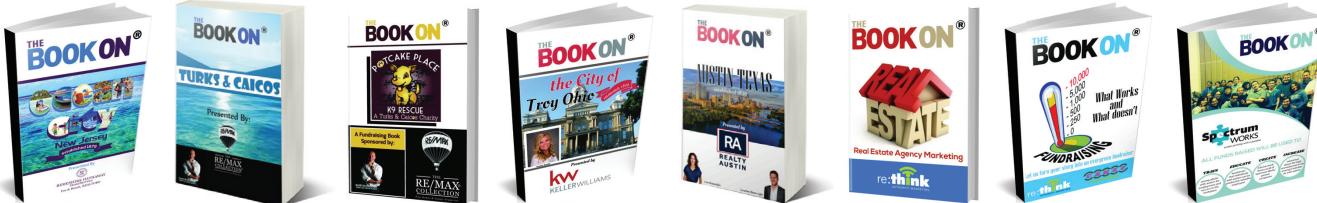


When It Comes to Real Estate Agency Marketing, Rethink Literally Wrote **The Book On®** It.



Helping clients to tell their stories and putting unique selling propositions into words that are action-provoking, rethink and their trademarked The Book On® subsidiary are focused on building expert authority and implementing strategies that give real estate agencies an edge over other brokers in the same market, helping them, ultimately, to win more sales and listings.

"Now more than ever, our clients need to find ways to create value and stand out while being seen not just as experts but the very top experts in any area," explains Thomas McVey, founder and CEO of the full-service, award-winning digital content marketing firm. "When you reinforce that you're the leader in your field, the lion's share of leads and opportunities comes to you."

Rethink is focused on helping entrepreneurs establish a competitive advantage through authoritative marketing and has completed major projects and entered into licensing agreements and strategic partnerships with clients that include many of the most well-known brokerages in real estate.

They Wrote The Book On® Everywhere.

"Our goal is to write The Book On® every town, village, and country in the world and to do it from the perspective of the biggest and most optimistic fan looking to showcase all of the wonderful reasons to live in or visit each place. Each book is a celebration of the most positive elements and amenities a location has to offer," says McVey, whose clients include some of the nation's largest real estate firms as well as B2B and B2C companies.



“An ounce of different is worth a pound of same.”

**—Thomas McVey, Founder, CEO,
really nice guy**

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