

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.

Rethink’s Scribe Tribe does all the heavy lifting, from ghostwriting and editing to bestselling launches on Amazon utilizing Kindle Direct Publishing and online retailers. They coordinate giveaways and online promotions as well as submit the books to review sites and book clubs. The book content is always repurposed into content clusters and optimized. Rethink supports its clients’ existing teams by giving them tips, tools, and technology to make them successful.

As rethink clients began reporting an explosion in leads and improved sales conversions, demand for its services skyrocketed. By 2015, the company held not one, but three, consecutive listings on the prestigious Inc. 500 list for fastest-growing privately held companies in America. Their clients have reached the top of every bestseller list, and all of their titles are consistent Amazon bestsellers.

The Book On® Fundraising

In an interesting addition to rethink’s authoritative content marketing approach, clients simultaneously publish a fundraising book. “Our clients jump at the chance to help their favorite causes,” says McVey, an early champion of “cause marketing.”

Rethink clients sponsor The Book On® their favorite charity by having rethink create books that fully describe the charity and its mission and turn them into evergreen fundraisers with all profits from book sales going directly to the charity.

“Self promotion is exhausting for everyone involved. Instead, let your community catch you in the act of helping and giving back in the service of others for causes that really matter, because community service truly is the rent we pay for living.”



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

—Thomas McVey, Founder, CEO,
really nice guy

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AUTHORITY MARKETING