

The **Smart** Partnership



Increase your profits and profile by providing your clients with a service that can save them £££'s when buying property overseas

Smart Currency Exchange (the UK's only property-specialist currency service) focuses on adding value to your services in return for allowing us to assist with your client's currency exchange requirements. We will proactively contact your clients, help them develop a currency strategy and then make arrangements to seamlessly move their money to the overseas account of their choice.

The BENEFITS to your COMPANY:

- A **proactive service, that saves your clients £££'s**, set-up as an added value extension to your own service.
- **Earn Income on every transaction** - for the lifetime of the client (see example below).
- **Online Referral Form** – dedicated to your company making it easy to refer your clients to Smart with instant confirmation of receipt.
- **Unique Traceable Link** – all traffic sent via your website or online newsletters will be tracked to your Smart Partner account.
- Monthly **commission reports**.
- **Lead generation** online and offline Marketing Tools.
- **Free client educational support** - our Overseas Buying Guides, Currency Worksheets & Currency Reports can be co-branded.

The BENEFITS to your CLIENTS:

- **Better than bank rates guaranteed** - an average savings of £4,000 on every £100,000.
- We **transfer any amount** from £100 upwards.
- **Elimination of all bank receiving charges***
- Pay **NO fees, NO charges, NO hidden costs – Guaranteed.**
- **Free account** facility.
- **Expert assistance** to help your clients **buy** at the **right time**, reducing their **RISK** of paying more for their property due to adverse currency fluctuations.
- **Proactive transfers** to ensure **your clients' money** makes it to the **right account, on time.**
- **Free educational information** to help your clients understand their exchange options.

* Euroland and USA

We build strong relationships by providing clients with excellent support – a combination of useful currency and country specific information through a programme of eNewsletters, phone contact and/or meeting clients.

The same is true for partners where the combination of service and commission adds value to our partners' services. Commission is paid for the lifetime of your client on a monthly basis which builds up over time as your clients' trade over and over again – as this example shows:

Example of a monthly payout to a Smart Partner:

<u>Client</u>	<u>Amount</u>	<u>Your Commission</u>
Mr. Forsyth	£250,000	£250.00
Mrs. Sleeman	£ 50,000	£100.00
	£ 48,000	£ 96.00
Mr. Tomkinson	£400,000	<u>£300.00</u>
		£746.00

We believe in real partnerships that build business, so if you want to add value to your services let's talk!

Call Jana Korpova on 0808 163 0102

Marketing Tools for **Smart** Partners

1. Joint-Marketing Opportunity – Valuable Guide Offer for YOUR Clients

You can support and educate your clients about purchasing property overseas by offering them a FREE copy of our sister company's Overseas Buying Guide, which normally retails at £19.97. The Guide can be co-branded on request with your company name and logo, and is a useful sales aid that will free up time to make a sale rather than spend time answering questions. Providing the Guide, free of charge, will also help you to establish goodwill and stand out from your competitors.

2. On-line Smart Marketing Tools that will benefit YOUR clients

- **RSS Feeds (Information that feeds seamlessly into a specified area on your website and is updated weekly)**

Weekly updated currency rates and comments regarding market moves can be displayed on your website. Once set up this is automatically updated weekly by Smart. This means that you will have new, fresh, updated information that will be of interest to your viewers *and* has the added benefit of helping increase your website rankings on the search engines.

- **Eye-catching Banner advertisements offering Quality Information**

You can display Smart banner ads on your website in a selection of sizes and wording that promote our educational report, the weekly newsletter offer or the live currency rate request form. Please note that all adverts and / or methods to send traffic to Smart Currency Exchange Ltd are tracked with a unique code.

- **Quality Content for your Website and/or email Newsletters**

Educational information about foreign currency exchange can be created and supplied specifically for your website and/or newsletters – increasing the value of your content to visitors by suggesting ways for them to save £££'s.

- **Daily Currency Rate Reports**

This report can be sent to your inbox so that you can give your clients an indication on the current exchange rates and what the market is doing.

3. Print Smart Marketing Tools that will benefit YOUR clients

- **Currency Rate Cards (business card size)**

Specially designed business cards that enable you to provide your clients with the cost of the property they wish to buy identified in their own country's currency at 'today's rate'.

- **Smart Literature**

Template letter to introduce Smart to your clients, supported by an A5 flyer (enclosed in Partner Pack) that enables your client to calculate the price of their currency requirements at today's date. A 10-Page educational currency guide and other sales literature is available to display.

4. Smart Marketing Tools that will benefit YOU and YOUR Staff

- **Staff training Workshops**

One-to-one or group staff training can be provided on request that will increase everyone's confidence on currency issues, help your team to answer clients currency questions and then refer them easily on to Smart.

- **3-Steps to helping your clients save money with Smart**

An easy to follow step-by-step guide that explains the simple procedure of how to refer clients to Smart.

- **Weekly Smart eMail from your Account Manager**

Updates you and your staff on important news, new marketing materials, joint-PR opportunities, and ways to help educate your clients on how to save money through being Smart.

For more information and examples of the above tools, go to:

www.SmartCurrencyPartners.com

Below is just a small sample of what Smart Clients are saying about Smart Currency Exchange

"Smart Currency was very helpful with our currency exchange to purchase a property in Florida. It was easy to contact them by telephone or email and they kept me informed of the progress of the transfer. They also saved me £5,000 compared to the rate offered by my bank".

Lesley Smart (no relation)

"Excellent service was provided from day one from Smart Currency Exchange. The initial response to my eMail from the website was prompt, personalised and informative. Whilst I appreciate that Smart Currency Exchange have many clients, I was certainly made to feel like their only one!

An excellent, professional and personal service to be highly recommended."

Peter Friend, Bedford

"Thank you for your help in depositing the euros in the French bank. Your advice and service was excellent and we will certainly make our future transactions through your Company. Having never made a transaction such as this we were a little nervous not using a conventional bank, however, you gave us a competitive rate which on the amount transferred was quite a saving on the High Street Bank. Thank you."

DR& M Jenkins, Bridgend

"Just a quick note to thank you for your help. I was attracted to Smart Currency Exchange because of your competitive rates. I was amazed to see that you managed to secure excellent rates with efficient, personal, human service. Well done - I shall certainly be using you for my future transactions."

Mark Harrison, Surrey

"I was very impressed with the services provided and will certainly use this company again."

Pat Lowrie, Midlands

"I have no hesitation in recommending your efficient and reliable service to anyone. Your rates were the best available bar none."

Adrian Chalkley, Bath

"Certainly made the financial aspects of buying abroad easy."

Robin Gavan, Surrey

"The service provided by Smart Currency Exchange was informative, professional, and most importantly a cost effective way of purchasing my property abroad, and avoiding the mine fields of extra hidden add-on costs associated with using my hard earned money on bank charges/taxes when transferring money to foreign countries.

Thank you very much for all your help in concluding our property purchase."

Mr Barry Lee, West Sussex

"We just can't recommend Smart Currency Exchange enough!

We got a much better rate, saved ourselves money and it was so much easier than dealing with the bank. The fact that they were super efficient and friendly to deal with was an extra bonus. We will definitely be using them from now on - we urge anyone else buying property abroad or simply sending money overseas to do themselves a favour and use them too."

John & Stephanie Rattigan, Bedfordshire

"Very good service. Pleased with being kept in contact throughout."

Sandy Buchanan, Aberdeen

For 100's more testimonials, check out <http://www.SmartCurrencyExchange.com/testimonials.htm>