

Building Relationships

A home builder found a better way to reward real estate agents and sell homes.

SITUATION: Making connections

Hubble Homes is an expert home builder serving homeowners in Idaho. Like many new-home builders, Hubble Homes relies on motivated real estate agents to help find buyers. In order to build better relationships with agents and encourage them to sell its homes, Hubble Homes wanted to start a rewards program. The hope was that agents who had already sold one home would be more familiar with Hubble Homes's properties and processes, which would make future sales run more smoothly. Hubble Homes needed an easy way to deploy rewards and special "Thank you" incentives to successful agents.

SOLUTION: Repeat rewards

Hubble Homes reached out to Blackhawk Network and set up a rewards and incentive program powered by Visa® prepaid cards with custom art and Hubble Homes branding. Outside real estate agents who close their first deal on a Hubble Homes construction receive a \$50 Visa prepaid card and a letter from the owner of Hubble Homes thanking them for their business. Hubble Homes also established a tiered program that pays out more depending on how many homes each agent sells.



OUTCOME: Strong communities

Building relationships with real estate agents has led to strong results over the last few years. "The Realtor Rewards program has dramatically increased the number of deals we did with outside realtor agents," said Sarah Shneider, the director of marketing at Hubble Homes. "Since those agents are bringing customers to Hubble Homes, it has been a driver of our business as a whole. By getting agents to sell multiple Hubble Homes per year, the program saves us time and gives us advocates in the marketplace." Hubble Homes has exceeded its sales goals for the past two years and expects to make or exceed this year's goals, as well.

Once the Hubble Homes team saw how effective their program was, it was easy for them to expand it and branch out. Hubble Homes is now well-known in the area for having an outstanding agent referral program. The team delivered gift cards to new homeowners, sent gas cards and coffee card promotions to attract agents from farther away, and has given branded Visa prepaid cards to employees and trade partners as holiday rewards for the last two years.

From a single incentive offering to multiple long-running programs, Hubble Homes has expanded its partnership with Blackhawk Network to include sales incentives, holiday rewards and employee rewards. "We have received excellent feedback," Shneider said. "I continue to work with Blackhawk Network because they make it easy."

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