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## **Real Estate Professionals Can Capture Time for Home-Buyer Clients**

*It is common practice today for real estate professionals and mortgage companies to give small gifts to new home owners. Now, they can distinguish themselves with the highly personal – and very affordable – gift of time.*

**WASHINGTON STATE, 2005** — Nearly 30 years ago, singer and songwriter Jim Croce wrote his hit song *Time in a Bottle*. Today, saving time in a bottle has come a long way. Through an exclusive arrangement with the National Association of Professional Mortgage Women (NAPMW), real estate professionals can give the gift of a Home TimePod created by Hindsyte.

According to Seattle-based customer relationship and marketing expert David Kinard, the use of customer gifts can be a huge method to deepen client relationships and generate referrals. Says Kinard, "Lots of companies give gifts or small tokens of appreciation. Those companies that put real thought into their gifts, rather than sending the typical basket of goodies, can exponentially increase customer gratitude and, ultimately, customer loyalty."

Finding that distinctive gift, however, can be a challenging task. Now, real estate professionals can order Home TimePods offered by NAPMW through Hindsyte located in Washington State. "The Home TimePod is not only an expression of thanks for business received, but is also a viable way to strengthen customer loyalty," says NAPMW National President Stevie Kellogg.

Hindsyte's TimePod captures the special moment in time for a new homeowner and preserves it as a tangible and graphical reservoir of nostalgia and warm memories. The time capsule commemorates the special day or event with images, sounds, and testimony that provide a snapshot of the world when the home was purchased.

Real estate professional Tanya Parker uses the Home TimePod by Hindsyte. "The TimePod is a fun gift to give, it's a great conversation piece, and always leaves a lasting impression, which in my business is very important." Tanya went on to say, "As a realtor I get so busy with day-to-day activities, Hindsyte has been great to work with, one call and they take care of the rest. The Home TimePod has been a great fit for my business."

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### **For further information, contact:**

National Association of Professional Mortgage Women  
Patty Hull, CAE, Executive Director  
PO Box 2016, Edmonds, WA 98020  
PH: (800) 827-3034, FAX: (425) 771-9588

[napmw@aol.com](mailto:napmw@aol.com) , [www.napmw.org](http://www.napmw.org)