

# SWAG DIMENSION

CASE STUDY · REAL ESTATE TEAMS, BROKERAGES, AND INDIVIDUAL AGENTS

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FOR REAL ESTATE TEAMS & BROKERAGES

## Stop hand-delivering bottles of wine

Run a branded store for your team's logo apparel and high-quality closing gifts. Agents ship a custom hoodie or tote to every closing client with one click. The brand impression sticks; the wine doesn't.

### Before & after

#### BEFORE

- Closing gifts cost \$50–\$100 and take an hour to source per client
- Branded team apparel ordered in bulk sits in a sales-office closet
- New agent joins the team, has to wait 6 weeks for a polo
- Open-house swag gets ordered too late and arrives the day after
- No way to track which agent's clients ordered what merch

#### AFTER

- Closing gift store with your team logo — agents send a \$30 credit, client picks the gift
- Always-open agent apparel store: polos, vests, hoodies, caps in team colors
- New agents onboard with an instant gear allowance and ship-to-home
- Open-house signage and giveaway swag at zero minimum — print 10 koozies
- Per-agent reporting: who sent gifts, what clients ordered, total spend

### Programs they run

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#### Closing gift program

Replace inconsistent bottle-of-wine gifts with a branded gift portal. Agent funds a \$30 client credit at closing; client picks a hoodie, tote, or pillow with the team logo. Ships to their new home address.

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## Agent uniform & gear store

Polos, vests, hats, and outerwear in your team colors with embroidered logo. Each agent gets a quarterly allowance funded by the brokerage; they pick what they actually wear.

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## Open-house swag

Branded koozies, totes, frisbees, and caps for open-house giveaways. Order 25 at a time, no minimums, ships to the listing agent in 5–7 days.

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## Recruiting & onboarding kits

New agent signs — they get a welcome email with a \$200 store credit. Day one, they pick their gear; week two, they're wearing the brand at showings.

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## Proof

*“Closing gifts used to cost me \$80 and an hour each. Now I send the client a \$30 credit, they pick what they want, and the brand still sticks on a hoodie they wear at the gym.”*

— Pilot agent #1, Top-producing agent, regional brokerage

## Frequently asked

### Is this a tax-deductible business expense for the agent?

Closing gifts up to \$25 per client are deductible per IRS Pub 463; promotional items with your logo can be expensed as marketing regardless of value. Branded agent apparel is deductible as uniform/marketing. Talk to your tax pro for specifics.

### Can each agent track their own gifts?

Yes. Each agent has a dashboard showing client gifts sent, total spend, and redemption rate. Brokerage admin sees the aggregate plus per-agent breakdowns.

### How fast can a closing gift ship?

Once the client picks their gift, production is 2–3 business days plus 3–7 days shipping. For same-week closings we recommend sending the credit at contract signing rather than at closing.

## GET STARTED

### Open your brand store, free.

Bring your logo. Live store with real product mockups in under 10 minutes. Stripe Connect auto-payouts to your org bank account. No inventory, no minimums, no setup fees.

[swagdimension.com/business/register](https://swagdimension.com/business/register)

Or book a 15-min walkthrough at [swagdimension.com/demo](https://swagdimension.com/demo)