

Community Investors & Stakeholders

Value Mission & Partnership

Best For:

- Hospitals
- Universities
- Large Employers
- Municipalities
- Utility Companies
- Major Financial Institutions

Community Builders

Value Mission & Participation

Best For:

- Medical and Dental Practices
- Law and Accounting Firms
- Charter Schools
- Commercial Developers
- Real-Estate Brokerage Firms
- Larger Insurance and Investment Companies
- Construction Firms and Homebuilders

Business Investors

Value Partnerships & Promotions

Best for:

- Restaurants
- Retailers
- Hotels
- Entertainment Venues
- City Center & Main Street Businesses

Business Builders

Value Participation and are Value Conscious

Best for:

- Businesses that network as a primary sales and marketing strategy
- Home-based Businesses
- Multi-Level Marketers/Entrepreneurs
- Real Estate Agents
- Small Non-profit Organizations

Market Segmentation*

Partner

Participate

Transaction Focused

* Based on a book by Sexton, Kyle (2016) **Remebership: New Strategies for Remarkable Membership Organizations**, pages 65-78. Salem, Oregon: IncPlant. www.remebershipbook.com