ACORNS
Accelerating the Creation Of Rural Nascent Start-ups

Genevieve Fitzgerald
Stately Members Club

CONTACT DETAILS
E: hello@statelymembersclub.com
www.statelymembersclub.com
Instagram: @statelymembersclub

STATELY MEMBERS CLUB

Genevieve Fitzgerald started her business – Stately Members Club – at her home in Sligo town in July 2021 after she returned from working in Australia and Ibiza as a graphic designer for music events, fashion brands and commercial property.

Stately Members Club is a marketing membership for residential real estate agents based in North America. It provides them with a streamlined and cost-effective way to manage their marketing through premium design templates, fresh marketing ideas and ready-to-use content.

She noticed that while many real estate agents had a sharp, stylish personal image, their branding was often outdated. Drawing on her experience in fashion and music, she set out to bring style, sophistication, and a touch of luxury to real estate branding, creating marketing that truly reflects the polished image of modern agents.

Genevieve began the business as an e-commerce shop selling marketing templates on Etsy, but after seeing that many customers in North America wanted fresh materials and ongoing support with their social media content, she transitioned to a subscription model tailored to the real estate market there.

Stately members pay a monthly fee for which they receive monthly social media content and templates that they can edit, as well as a print library of real estate guide books, flyers, postcards and direct mailers that they can customise and educational advice on marketing.

Genevieve says one of the best things about the ACORNS programme was the supportive community of people she met on it. She says participants learned a lot from each other and it also taught her a lot about the financial aspects of managing a business.

Her plans for the future of the business are to keep growing the membership and to build out the education section so businesses can learn to use the tools they need to do their own marketing.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.

An Roinn Talmhaíochta, Bia agus Mara
Department of Agriculture, Food and the Marine