

THE REAL AUTHORITY'S GUIDE TO YOUR DIRECT MAIL MARKETING CAMPAIGN

Thank you for signing up for our no-contract, no-commitment, subscription based direct mail marketing service. We both know that homeowners want one thing from a real estate agent like you: current and reliable information about their home and community that is not easily found anywhere else. With little effort on your part, our system delivers this information to your prospects every 60 days in a professional, easy-to-understand report personalized by you.

**LET'S
START**

FROM THE BEGINNING

WHAT IS DIRECT MAIL MARKETING?

A method of consistent advertising designed to build awareness of a product or service over time.

The Real Authority provides you with a four-page market update that establishes you as the primary source for real estate expertise in your community.



WHY DIRECT MAIL?

Do you remember the last direct mail piece you received? What was memorable about it? Was it personal? Thought-provoking? Unexpected? Direct mail can be perceived as a gift and an invitation. Direct mail is felt. When a homeowner picks up your mail and opens it, they are establishing a physical bond with your brand and your service; something that e-mail is unable to do.

98%
OF PEOPLE CHECK
THEIR MAIL DAILY

DATA FROM U.S. POSTAL SERVICE

IN 2017 THE AVERAGE
PERSON RECEIVES



EMAILS PER DAY!

MOST OF WHICH GET DELETED IMMEDIATELY

PER STATISTICAL REPORT

ACROSS ALL PLATFORMS

THE RESPONSE RATE
FOR CUSTOMERS
WITH DIRECT MAIL

3.4%



COMPARED TO
EMAIL CAMPAIGNS.

DMA STUDY

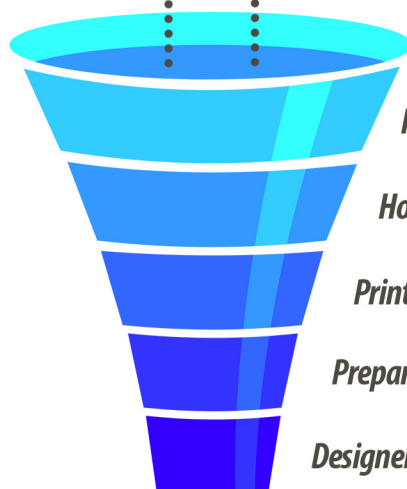
0.12%

When a homeowner is thinking about buying or selling a home, your mail will be the first thing they remember. Your direct mail can seamlessly connect the physical and digital world together. By providing your contact information such as your phone number, email and website, your mail can produce calls to action.

PERSONALIZED MARKETING SIMPLIFIED

Our overall process is designed specifically to keep costs down and offer our service at a great value.

OUR SERVICE VS. ON YOUR OWN



Paying for envelopes, inserting, folding & postage

Hours and hours of your time

Printing in small quantities

Preparing sales data

Designer fees

\$1.10
PER COLOR LETTER*

> \$2.00 +
PER COLOR LETTER

THE FINE DETAILS

**Based on a mailing of 500 letters. Unit price varies according to your total mail volume.*

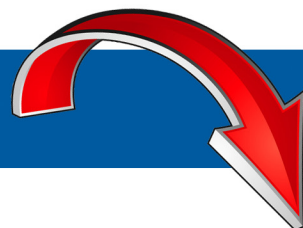
We offer many customization options, but if your design requirements exceed what you or your Neighborhood Marketing Consultant can create, you may need to pay for external design services.

When making edits to your letters, we suggest holding onto your creation for a few days before you submit it to us so you can think it over. In other words, we encourage you to try and finalize your content for your first submission if possible. There are many different ways to say things, and your goal is to find the best way to convey it with a positive impact. Imagine yourself as the recipient and read the letter out loud. Keeping iterations to a minimum will give us more time to ensure that your market update is of the highest quality and error-free, and also save you time in the long run. We do understand there will be occasions when time sensitive information needs to be updated or when there are errors that need to be fixed. The less time you spend on making changes to your letter, the more time you can spend on closing deals – and that's the name of the game.

YOUR LETTER CONTENT

We make it easy to access and edit your letter content from mailing to mailing and provide you with a massive library of pre-designed templates to get you started.

MOVE ON TO COVER LETTER TEMPLATE CHOICES



COVER LETTER TEMPLATE CHOICES

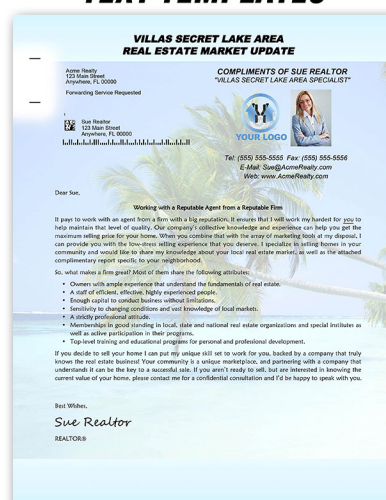
SAVE TIME AND EFFORT WITH OUR GROWING LIBRARY OF PROFESSIONALLY WRITTEN LETTER TEMPLATES. YOU CHOOSE THE LETTER YOU WANT, AND EASILY CUSTOMIZE IT ONLINE. CHOOSE FROM PRE-DESIGNED VERSIONS, OR TEXT VERSIONS THAT LET YOU CHOOSE YOUR OWN BACKGROUND. BOTH HAVE EDITABLE TEXT SECTIONS ONLINE.

ILLUSTRATED TEMPLATES



OUR ILLUSTRATED TEMPLATES COME WITH A PRE-DESIGNED COVER PAGE AND FEATURE A FULL ARTICLE ON PAGE 2. ILLUSTRATED TEMPLATES INCLUDE A PRE-SET BACKGROUND.

TEXT TEMPLATES



OUR TEXT TEMPLATES FEATURE FULL ARTICLES ON PAGES 1 AND 2. YOU CAN ALSO CHOOSE A CUSTOM BACKGROUND FROM OUR CATALOG, INCLUDING HOLIDAY AND SEASONAL THEMED CONTENT.

CUSTOMIZE YOUR CONTENT ONLINE

B I U [Text formatting icons]

Your asdfasda sdf

home is one of your most important assets. Like any other investment, you should know everything you can about its value and marketability. That is why I am happy to enclose this complimentary report on sales activity in \$(Neighborhood) over the past year. I will send you an updated report every sixty (60) days to help you stay current on how changes in the real estate market are specifically impacting \$(Neighborhood) and your home. If you prefer not to receive any reports from me in the future, you can easily remove yourself from my mailing list at www.mycommunityupdate.com.

I learned from Mitch that the missing +s are only fixed on new reports going forward. The existing reports will continue to have the issue unless/until they are manually fixed by our QA wizard (you).

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The following tables contain information on homes sold in \$(Neighborhood) over the past two years. Most of the information is self-explanatory. However, additional clarification may be helpful for the following statistics:

- Annual Turnover:** This is the percentage of homes that has sold in \$(Neighborhood) over the past year. For example, if \$(Neighborhood) had 100 homes and 5 sold in the past year, your annual turnover would be 5%. This statistic measures the pace of real estate activity in \$(Neighborhood). A higher turnover indicates a faster pace.
- Avg Price per Sq Ft:** The average price per square foot is useful for understanding the average value of homes in \$(Neighborhood) regardless of size. For example, a 2,000 square foot home that sold for \$400,000 and a 2,500 square foot home that sold for \$500,000 both have a price per square foot of \$200. The difference in their sale price results from the difference in their living area. Multiplying the living area of your home by the average price per square foot for \$(Neighborhood) provides a rough estimate of your home's value.
- Difference (/ -):** This shows how each statistic has changed from one year to the next, illustrating important trends in \$(Neighborhood). For example, if the Avg Price per Sq Ft was \$200.00 over the past 12 months, and was only \$180.00 the year before, it would show -\$20.00, indicating that the Avg Price per Sq Ft has increased.

☐ Use Default

OUR ONLINE EDITOR ALLOWS YOU TO ENTER YOUR OWN TEXT FOR USE ON YOUR COVER LETTER. ADD IN DETAILS ON PERSONAL ACCOMPLISHMENTS, COMMUNITY EVENTS, AND MORE.

HOVER YOUR MOUSE CURSOR OVER EACH BLUE CIRCLE BELOW TO LEARN MORE.

Tel: (555) 555-5555 Fax: (555) 555-5556
E-Mail: Sue@AcmeRealty.com
Web: www.AcmeRealty.com

TEXT TEMPLATE

SALUTATION

Tel: (555) 555-5555 Fax: (555) 555-5556
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Web: www.AcmeRealty.com

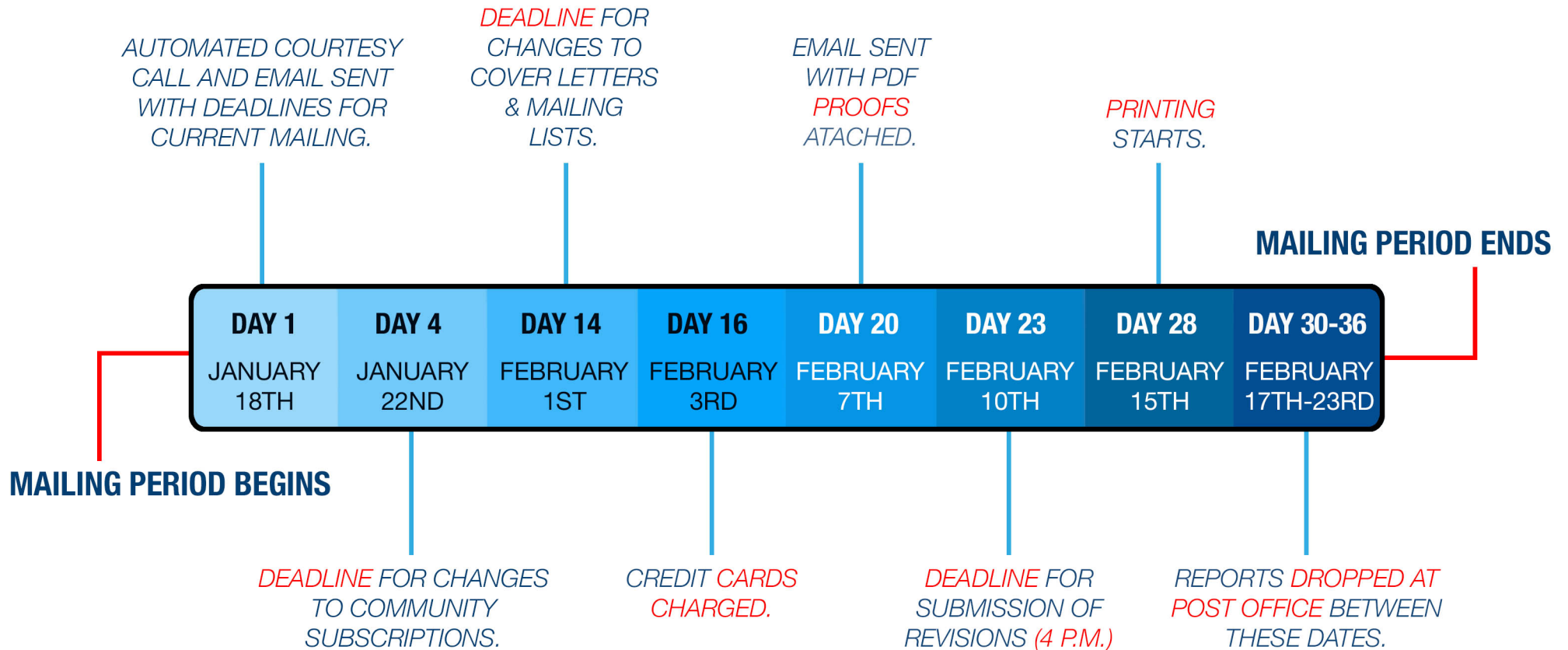
REALTOR®

LETTER BODY



MAILING SCHEDULE TIMELINE

THE EXAMPLE BELOW USES DATES FROM A TYPICAL FEBRUARY MAILING.



OUR MAILINGS GO OUT **6 TIMES A YEAR**: FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, AND DECEMBER. THE EXAMPLE ABOVE ILLUSTRATES A TIMELINE OF OUR MAILING PROCESS. PAGE 6 OF THIS GUIDE SHOWS THE ENTIRE MAILING CALENDAR FOR THIS YEAR, SO YOU CAN SEE THE EXACT DATES FOR EACH INDIVIDUAL MAILING.