

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 2023 The Average
Person Received



EMAILS PER DAY!

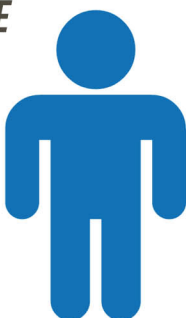
MOST OF WHICH GET DELETED IMMEDIATELY

PER STATISTICAL REPORT

ACROSS ALL PLATFORMS

THE RESPONSE RATE
FOR CUSTOMERS
WITH DIRECT MAIL

3.4%



COMPARED TO
EMAIL CAMPAIGNS.

DMA STUDY

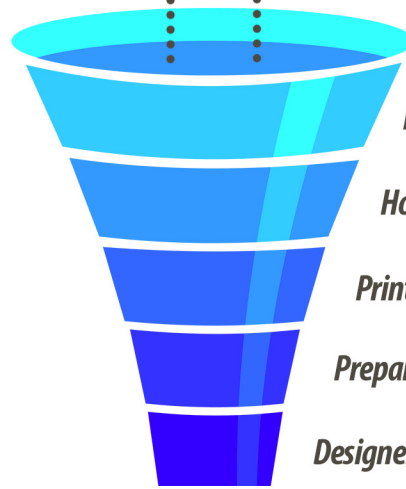
0.12%

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.*

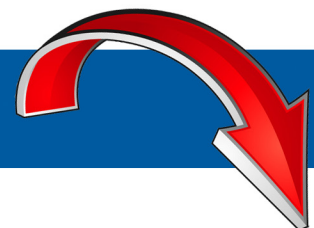
We offer many customization options, but if your design requirements exceed what you or your Neighborhood Marketing Consultant can create, you may need to pay for external design services.

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



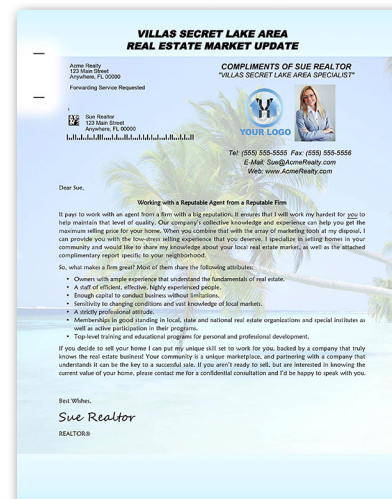
COVER LETTER TEMPLATE CHOICES

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



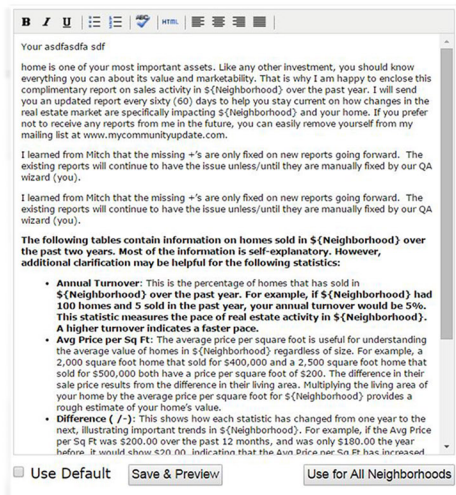
TEXT TEMPLATES



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.

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



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.

COVER LETTER DESIGN GUIDE

OUR ILLUSTRATED AND TEXT TEMPLATES FEATURE A SIMILAR LAYOUT AND HAVE THE SAME TEXT BODY CONTENT. BELOW IS A BASIC OVERVIEW OF OUR COVER LETTER LAYOUT WITH SOME GUIDELINES TO HELP EXPLAIN WHAT WE DO, SAVE YOU SOME TIME, AND ENSURE YOUR LETTER MAINTAINS A HIGH LEVEL OF QUALITY.

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

HEADING

**VILLAS SECRET LAKE AREA
 REAL ESTATE MARKET UPDATE**

Acme Realty
 123 Main Street
 Anywhere, FL 00000
 Forwarding Service Requested

**COMPLIMENTS OF SUE REALTOR
 "VILLAS SECRET LAKE AREA SPECIALIST"**



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


PICTURE & LOGO

TEXT TEMPLATE

**VILLAS SECRET LAKE AREA
 REAL ESTATE MARKET UPDATE**

Acme Realty
 123 Main Street
 Anywhere, FL 00000
 Forwarding Service Requested

**COMPLIMENTS OF SUE REALTOR
 "VILLAS SECRET LAKE AREA SPECIALIST"**



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

Dear Sue,

Working with a Reputable Agent from a Reputable Firm

It pays to work with an agent from a firm with a big reputation. It ensures that I will work my hardest for you to help maintain that level of quality. Our company's collective knowledge and experience can help you get the maximum selling price for your home. When you combine that with the array of marketing tools at my disposal, I can provide you with the low-stress selling experience that you deserve. I specialize in selling homes in the Villas Secret Lake Area and would like to share my knowledge about your local real estate market, as well as the complimentary report specific to your neighborhood.

So, what makes a firm great? Most of them share the following attributes:

- Owners with ample experience that understand the fundamentals of real estate.
- A staff of efficient, effective, highly experienced people.
- Enough capital to conduct business without limitations.
- Sensitivity to changing conditions and vast knowledge of local markets.
- A strictly professional attitude.
- Memberships in good standing in local, state and national real estate organizations and special programs, as well as active participation in their programs.
- Top-level training and educational programs for personal and professional development.

If you decide to sell your home I can put my unique skill set to work for you, backed by a company that truly knows the real estate business! Your community is a unique marketplace, and partnering with a company that understands it can be the key to a successful sale. If you aren't ready to sell, but are interested in knowing the current value of your home, please contact me for a confidential consultation and I'd be happy to speak with you.

Best Wishes,
 Sue Realtor
 REALTOR®

**Working with
 A Reputable Agent**

It pays to work with an agent from a reputable firm.

- Prestige and reputation that appeals to homeowners.
- Cutting edge information tech for a digital age.
- Most effective agent training to benefit the client.

SALUTATION

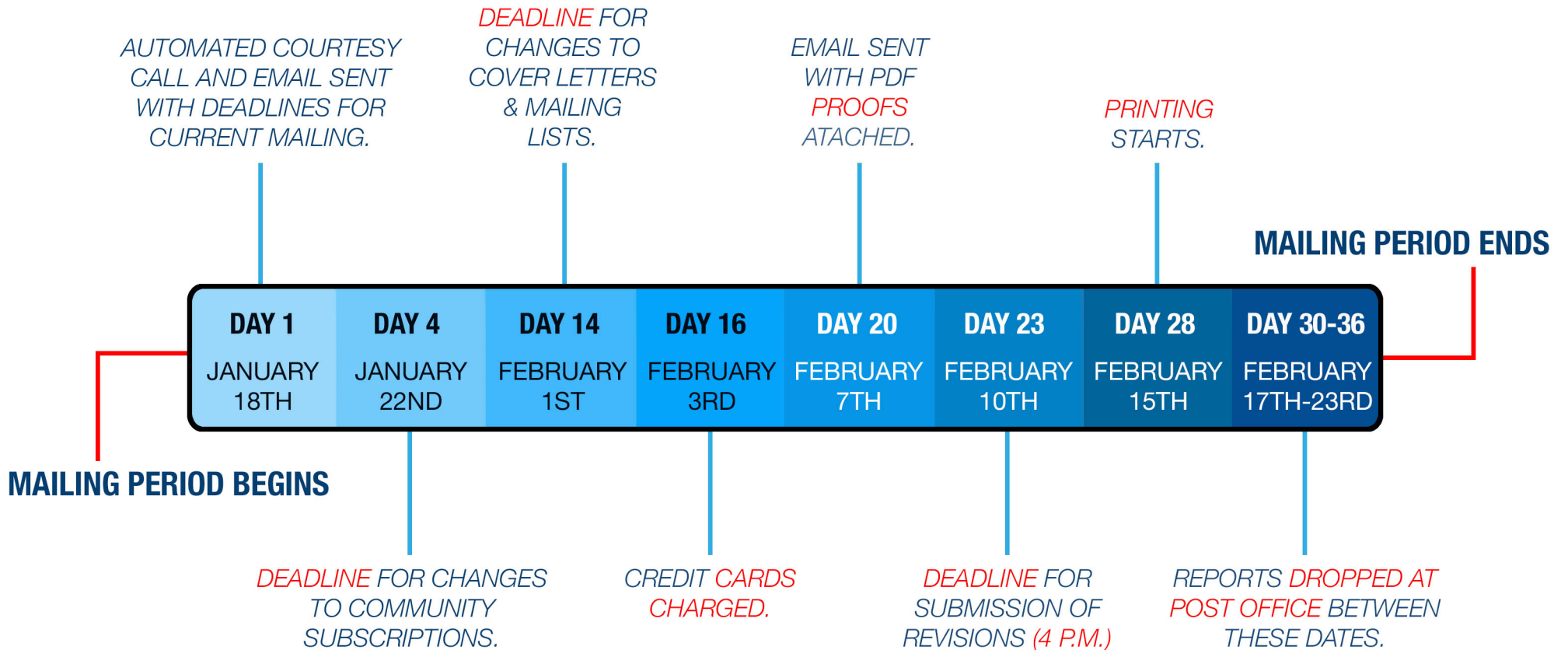
ILLUSTRATED TEMPLATE

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.