

*Real Estate
Marketing Campaigns
& Their Results*



PostcardMania[®]
Postcard Marketing Experts

1-800-628-1804 • www.postcardmania.com

Card #78057



FINAL NOTICE!

**WE BUY
HOUSES, LAND
& BUILDINGS!**

Call Today! 800-555-5555

MUST SELL TODAY?

Do you own a house that you **MUST SELL TODAY?** Need No Headaches, No Hassles, No Broker Commissions? Is your house vacant? Needs repairs? Are you behind on payments? Relocating? Divorce? Bad tenants? Owe liens? foreclosure? Whatever the problem, we have the solution.

Stop losing your equity in your property. Find out why selling your house through a Real Estate Broker may not be the best solution.

CASH FOR YOUR HOUSE

We buy 3-5 houses a month in your area. We can pay cash and close in 9 days. We handle all paperwork and take care of all hassles, so you don't have to.

ANY AREA, ANY CONDITION!
Call now for a confidential, no obligation phone consultation.

**WE PAY FINDER'S FEES
UP TO \$5000.
800-555-5555**

Libi Development
1000 Main Street
Yourtown, USA 12345

Presorted
FIRST-CLASS
U.S. Postage
PAID
PostcardMania
33765

We solve your Real Estate problems!
800-555-5555

RESPONSE:

We did 4 mailings of 6k - Each mailing gets 10-20 calls and about 3 deals out of it.

MAILING LIST:

(12,000 records)

- Single Family Residence, Homes Built 2006 and prior
- 2-4 Unit dwellings, Homes Built 2006 and prior

MAILING SCHEDULE:

Mailed to complete list 2 times with 2 months between each card landing.

Call us today to have this campaign customized and promoted in your own area!



1-800-628-1804



WWW.POSTCARDMANIA.COM

Card #107055

<p>FREE RENTAL SURVEY Is your investment renting at market value? Call Today—No Obligation</p> <p>Tenant Problems? Call for the Solutions!!</p> <p>ABC Real Estate & Property Management 800-555-5555</p> <ul style="list-style-type: none"> • Start-Up Cost • Cost Direct Deposit • 24/7 Access to Your Accounts, Bills & Rent Paid • Drive by photos every 3 months - Online • Full accounting service - Online 	<p>ABC Real Estate & Property Management 1000 Main Street Yourtown, USA 12345 License #XXXXX</p> <p>OFFICE: 800-555-5555</p> <p>After hours answering service</p> <p>info@email.com www.website.com Our Services are Guaranteed.</p> <p>Our job is to manage properties, but our business is people.</p> <div data-bbox="1429 661 1502 724"> <p>Presented FIRST-CLASS U.S. Postage PAID PostcardMania 33634</p> </div>
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RESPONSE:

"I do know this type of mailings work. Over the years, I talked to owners of rental property and they have said they called because of the card. Each new lead that signs up will produce annual income of \$1,440."

MAILING LIST:

Provided approximately 20,000 records – list is obtained from local title company.

MAILING SCHEDULE:

Mails 1,000 cards weekly.

Call us today to have this campaign customized and promoted in your own area!



1-800-628-1804



WWW.POSTCARDMANIA.COM



SUCCESSFUL REAL ESTATE PROMO

6"x8.5" Postcard

Card #106802



My name is John Sample & I buy houses. Because your property fits my criteria, I am prepared to:

- Buy your property AS-IS
- Pay you ALL CASH
- Pay ALL closing costs
- Close whenever you want at a Title Company near you

I understand your property may need some repairs or updating... and that's OK. And if you have tenants, that's OK, too.

Please call 800-555-5555. You can call anytime, 24 hours a day, 7 days a week. Please call right now as I want to get two properties in your area under contract very soon.

www.website.com

ABC Homebuyers LLC
1000 Main Street
Yourtown, USA 12345



RESPONSE:

"Through the first 36K cards we mailed with you, we achieved a response rate of .67% and a conversion rate of 4.5% on the 242 calls that came in. This led to revenues of \$55,000. I have re-ordered with you because it is convenient and because Susan calls me every day until I purchase cards from her."

MAILING LIST:

Provided

MAILING SCHEDULE:

Mails 2,000-3,000 cards every 1-2 weeks

Call us today to have this campaign customized and promoted in your own area!



1-800-628-1804



WWW.POSTCARDMANIA.COM



SUCCESSFUL REAL ESTATE PROMO

4.25"x6" Postcard

Card #97781

Do You Own a House and Need to SELL it Quickly?

We are not real estate agents or brokers. We are affordable housing providers purchasing 3 to 5 houses per month and want to buy more.

We can make your payments evaporate and **SOLVE** your problems. You will get a **QUICK** sale with no hassles and your worries will be behind you!

Do you have an unwanted house and need to sell **NOW**? Are you behind on payments or are you facing Foreclosure? Divorced? Transferred? We buy houses in any condition and any price! We even handle all of the paperwork so that you can **SELL** when you need to.

Visit our website: www.website.com

Call 800-555-5555 Now For 24-Hour Recorded Message!

Don't take our word for it; here's what others are saying...

"Thank you for helping me with the sale of my home. I wanted to move and start a new life and didn't know where to turn. Because of you and ABC Company, I was able to sell my home quickly on my schedule and leave all the headaches behind. I will recommend your services to anyone; you guys have been a blessing to me. In a way you saved my life. THANKS AGAIN." – Jayne Sample

"He returned our call promptly. He was polite and considerate. He talked to us, not at us. We told him about our situation and he was honest and straightforward with us. He went the extra mile to help us while keeping us informed of the progress each step of the way. Not only is he a respectable businessman, he is a friend." – John Sample

A Whole New Way to Sell Your House Fast...

ABC Company
1000 Main Street
Yourtown, USA 12345



IS THIS YOU:

- Home Not Selling?
- Home Vacant?
- Need Debt Relief?
- Job Transfer?
- Little or No Equity?
- Divorce?

"Our Mission is to Transform Lives through Affordable Housing to Empower Families and Individuals to Enjoy the American Dream of Home Ownership."

Community Affordable Housing Provider

We have a quick & painless solution!

Call, visit us online or email us at:
800-555-5555
www.website.net
info@email.com

Don't wait any longer!

Save this card.
We pay a \$500 referral fee!

RESPONSE:

"We received about 20 responses on our last campaign and we will close 1 deal estimated at \$10,000."

MAILING LIST:

Purchased 1,500 records – SF DU, built 1985-2005, specific carrier routes

MAILING SCHEDULE:

1500 4x – every 2 months

Call us today to have this campaign customized and promoted in your own area!

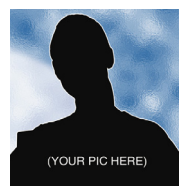


1-800-628-1804



WWW.POSTCARDMANIA.COM

Card #104203



Your Neighbors at:

RE/MAX CENTRAL
1000 Main Street
Yourtown, USA 12345

Jayne Sample
Broker/Associate
800-555-5555



PSRT STD
U.S. Postage
PAID
PERMIT #308
FREEHOLD, NJ

If your property is currently listed with another real estate firm, please disregard this mailing. Each office is independently owned and operated.
©Copyright 2007 BHPG

have listed their home.

Do you know someone who would want this home?

Are you thinking of moving?

Call Jayne Sample today —

800-555-5555 (Direct line)

RESPONSE:

"I know I've gotten good responses, although I've never calculated exactly what each campaign produces. I think it's important that people see your name on a regular basis. Sometimes prospects keep these postcards and I see them when I am being interviewed."

MAILING LIST:

Ship to customer to mail to specific lists/areas as needed.

MAILING SCHEDULE:

Ship to customer to mail to specific lists/areas as needed.

Call us today to have this campaign customized and promoted in your own area!



1-800-628-1804



WWW.POSTCARDMANIA.COM

Card #102436

NO AGENTS!



WE BUY HOUSES!

- Does your house need repairs?
- Do you have an inherited property or an estate to settle?
- Do you own a vacant house?
- Are you tired of being a landlord?
- Are you behind on payments or property taxes?
- Are you in foreclosure?

CALL NOW! NO OBLIGATION.
800-555-5555
www.website.com

Does the idea of paying a real estate agent to put a sign in your yard to "market" your property make you sick? Wish you could just find the buyer directly? Well, you just did.

We will get you a fair offer and a quick closing with our simple, clean process.

- We pay cash
- We pay all normal closing costs
- We buy property "as-is"
- We can close as quickly as you want

Call now!
1-800-555-5555

P.S. We love buying ugly, trashed, "handyman special" properties! (We promise your house won't scare us.)

ABC COMPANY
1000 Main Street • Yourtown, USA 12345

Visit us on the web at:
www.website.com

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33634

"We signed a contract and I had money in less than a week. No gimmicks. I would recommend them to anyone."
— John Sample

RESPONSE:

"I generally make at least 3x what I spend in marketing, and mostly a lot more than that. For example I have a property that I purchased from postcard advertising that I retailed and made over \$100,000 net profit. Hard to calculate a return on numbers like that from just one deal. I have unique phone numbers on my cards so I am able to track every phone call that comes from my specific marketing pieces. The exact number of calls/leads/sales varies depending on which specific postcard you are talking about."

MAILING LIST:

Provided – absentee homeowner lists obtained from local title companies

MAILING SCHEDULE:

Started mailing 2,000-3,000 cards monthly and has since increased to mail 4,000-5,000 monthly.

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1-800-628-1804



WWW.POSTCARDMANIA.COM

Card #68388



I get *Top Dollar* for your home!

Matt Curtis is the top selling agent in Woodland Homes' company history. Let his expertise go to work for you to sell your home — *fast*.

- Over 100 New & Existing Woodland Homes Sold & Leased
- Proven Selling System—Sell for Top Dollar!
- Continuous Feedback—Sell Fast!

Don't delay, call me today!

Matt Curtis

800-555-5555

FREE VACATION!
www.website.com

M. Curtis Real Estate, Inc.
1000 Main Street
Yourtown, USA 12345
www.website.com

RESPONSE:

I've gotten several calls, 5 listing appointments, 3 listings contracted, 1 sold home netting a \$7500 commission."

MAILING LIST:

Provided list of 400 people within a specific home development

MAILING SCHEDULE:

Mailed to the list of 400 twice, 30 days apart.

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1-800-628-1804



WWW.POSTCARDMANIA.COM

Card #98447

ABC COMPANY BANK ORDERED SALE

Near Your Town!

ONE DAY ONLY SALE!

Saturday, October 22nd

UP TO \$200,000 OFF ORIGINAL PRICING!

PARCELS UP TO 4+ ACRES! PRICES FROM \$9,900!

Enjoy Spectacular Mountain Views & a Pristine 6,400 Acre Mountain Lake Surrounded by a National Forest

MANY HOMES AND ESTATES WILL BE LIQUIDATED ON OCTOBER 22ND.

Now is your chance to have your own private retreat for just pennies on the dollar! Prices available on Saturday, October 22nd.

Here are Just a Few of the Incredible Deals:

- 1+ Acres with Mountain View & a Free Boat Slip*
Was \$94,900 - Now \$9,900!
- 2+ Acres with Mountain View & a Free Boat Slip*
Was \$150,500 - Now \$29,900!
- 2+ Acres with Mountain View & Private Pond & a Free Boat Slip*
Was \$199,900 - Now \$52,900!
- 1+ Acres with Spectacular Long Range Views & a Free Boat Slip*
Was \$180,000 - Now \$34,900!

2+ Acres with views, a free boat slip*, and new 2,200 sq. ft. log home package**

Now \$79,900!

FIRST 20 BUYERS GET A FREE BOAT SLIP!

Take Advantage of Bank Ordered Pricing on Saturday, October 22nd!

Call Today to Reserve Your Appointment!

800-555-5555

*Boat slip is one year lease at owner's. Removal of slip is purchaser's responsibility.
**Package is a Land and Building Material Package. Construction is buyer's responsibility. Some restrictions may apply - call for details.

Come Experience Beautiful Mountain Lake Living!

PROPERTY AMENITIES:

- Easy Build Sites
- Private Gated Entrance with Rock Formations and Cascading Waterfalls
- Heavily Wooded Private Estates
- Long Range Mountain and Lake Views
- Underground Utilities
- Low Tax Rate
- Close to Boone, Blowing Rock, Banner Elk and Blue Ridge Parkway

AREA ATTRACTIONS INCLUDE:

- Lakemont Marina
- Hiking Trails
- National Forest
- Canoeing, Kayaking and Rafting
- Golfing and Fishing
- Horseback Riding
- Boating and Tubing
- Festivals
- Snow Skiing

Excellent Financing Available!
Sold...First Come, First Served!

1000 Main Street
Yourtown, USA 12345

PostcardMania.com
PostcardMania.com

RESPONSE:

"We received about 20 responses on our last campaign which generated about \$5,000 in income."

MAILING LIST:

Provided – leads that have previously inquired with our company and our "Property Owners" list

MAILING SCHEDULE:

Mail all cards on order at once (6k-12k promoting newest event)

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