

Way 25: **Mail – SPIF – Recipe Card**

Targets: Sellers and Buyers.

Cost: High. \$1 - \$2 per mailed piece.

Description: SPIF = Sales Promotion Incentive Fund.
Send a marketing piece with shelf-life (usable).
Recipe card (postcard) with an imprint of message
and your contact information.
Simplest form is business card reprinted on back of recipe card.
Drive leads to phone, email, IVR, or website.

Best Offer: Free CMA and Free List of Homes.

Advantages: Practical. People use and keep recipe cards.
Shelf-life. Kept for a long time.
Impressions. Multiple impressions seen over the years.
Color. Can be 1,2,3 or full color. Can be photographs.
Brand. Use to build brand identity.
Leverage. Broadcast your message to any number of prospects.
Long lasting. Impressions for many years.

Disadvantages: Cost. It is expensive if it does not work.
Copy. Short copy. Limited space.
Brief. Need quick message like a billboard.
Results. Slow tracking results over time.

Advanced Technique: Include an offer on recipe card (i.e. Free CMA and Free List of Homes).
Hire a mail house to mail.

Preferred Vendor: Company: In Touch Today
Address: 530 Compton St
Broomfield, CO 80020
Phone: 800-433-3755
Website: InTouchToday.com
Product: Excellent at printing and mailing recipe postcards.

Sample:

Seller – **SPHERE OF INFLUENCE**
 Seller – **PAST CLIENT**
 Seller – **PEOPLE FARM**

Front

Free Recipe Card Compliments of Happy Agent...



Spanish Flan

Spice up your dessert tonight with homemade Spanish Flan

Ingredients:

- 1 (14 ounce) can sweetened condensed milk.
- 1 (12 fluid ounce) can evaporated milk.
- 1 tablespoon vanilla extract.
- 1 cup white sugar.
- 3 eggs.

Directions:

- Preheat oven to 350 degrees F (175 degrees C).
- In a medium sauce pan over medium-low heat, melt sugar until liquefied and golden in color. Carefully pour hot syrup into a 9 inch round glass baking disk, turning the dish to evenly coat the bottom and sides. Set aside.
- In a large bowl, beat eggs. Beat in condensed milk, evaporated milk and vanilla until smooth. Pour egg mixture into baking dish. Cover with aluminum foil.
- Bake in preheated oven 60 minutes. Let cool completely.
- To serve, carefully invert on serving plate with edges when completely cool.



Compliments of Happy Agent

Back

How Much Is Your Home Worth?

Find out the value of your house with your mouse...



For a FREE home valuation, listen to:

Free Recorded Message **800-000-0000x0000** -OR- Over-The-Net www.YourHomeValue.com

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555

You will receive information on what comparable homes have sold for in your area, which homes are currently listed, how long they have been for sale, and their prices.

Based on this information, you will know what your home is worth in today's market. This detailed Home Valuation is absolutely FREE.

If your property is presently listed for sale, this is not intended to be a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty. Copyright 2008

Seller – **PROPERTY FARM**

Front

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How Much Is Your XYZ Area Home Worth?

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Seller – **EXPIRED**

Front



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Compliments of Happy Agent

Back

Sometimes Even The BEST Homes Don't Sell

Discover the 7 proven techniques to sell a home fast and for top dollar in today's market...

ABC Realty
123 Success Street, #250
Pride Town, AA 55555

Selling a home today can be a difficult, frustrating, and depressing process. But it doesn't have to be that way. After learning the seven secret techniques, I'm now selling homes faster and for top dollar. I want to help you too. Call me today and I will share with you the 7 proven techniques to sell a home fast and for top dollar in today's market. The call is absolutely FREE.

To learn more about the 7 Proven Techniques To Sell, listen to:

Free Recorded Message
800-000-0000x0000

-OR-

Over-The-Net
www.7ProvenTechniques.com

If your property is presently listed for sale, this is not intended as a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty. Copyright 2008.

Seller – **FOR SALE BY OWNER**

Front



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Compliments of Happy Agent

Back

2 Chances To Win...

XYZ Area Homeowners who want to sell their home themselves are winning big with the new 2 Chances To Win Program...

ABC Realty
123 Success Street, #250
Pride Town, AA 55555

Selling a home by yourself can be a profitable alternative to hiring a real estate agent. But sometimes it is hard to get enough traffic in to see the home. That's why I created the 2 Chances To Win Program. Here's how it works:

You and I BOTH try to sell your home at the same time.
If you sell first, then there is zero commission.
If I sell first, then you use me as your agent.
Either way, you win. Call me today to find out more.

To learn more about the 2 Chances To Win Program, listen to:

Free Recorded Message
800-000-0000x0000

-OR-

Over-The-Net
www.2ChancesToWin.com

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Seller – **LUXURY**

Front



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Compliments of Happy Agent

Back

How Much Is Your Luxury Home Worth?

Find out the value of your house with your mouse...

For a FREE luxury home valuation, listen to:

Free Recorded Message **800-000-0000x0000** -OR- Over-The-Net www.LuxuryHomeValue.com

ABC Realty
123 Success Street, #250
Pride Town, AA 55555

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Seller – **INVESTOR**

Front



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ABC Realty
123 Success Street, #250
Pride Town, AA 55555

You will receive information on what comparable rentals have sold for in your area, which rentals are currently listed, how long they have been for sale, and their prices.

Based on this information, you will know what your rental is worth in today's market. This detailed Rental Valuation is absolutely FREE.

If your property is presently listed for sale, this is not intended to be a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty. Copyright 2008.

- Buyer – **SPHERE OF INFLUENCE**
- Buyer – **PAST CLIENT**
- Buyer – **PEOPLE FARM**
- Buyer – **MOVE-UP, DOWN, OVER**

Front

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Free List of MLS Homes

Find a house with your mouse...



For a free MLS home search, listen to:

Free Recorded Message
800-000-0000x0000 -OR- **Over-The-Net**
www.MLSHomeList.com

ABC Realty
123 Success Street, #200
Priddy Town, AA 55555

- Free list of MLS homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

If you already have a buyer broker agreement, that is not intended as a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty Copyright 2005

Buyer – **RENTER**

Front

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Compliments of
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Free List of Starter Homes

Find a starter house with your mouse...



For a FREE starter home search, listen to:

Free Recorded Message
800-000-0000x0000 -OR- **Over-The-Net**
www.StarterHomeList.com

ABC Realty
123 Success Street, #200
Priddy Town, AA 55555

- Free list of MLS starter homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

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Buyer – **LUXURY**

Front



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www.LuxuryHomeList.com

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555

- Free list of MLS luxury homes for sale
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Buyer – **INVESTOR**

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Compliments of Happy Agent

Back

Free List of Rental Homes

Find a rental house with your mouse...

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Free Recorded Message
800-000-0000x0000 -OR- **Over-The-Net**
www.RentalHomeList.com

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555

- Free list of MLS rental homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
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- Find the best homes before other buyers

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Way 26: **Mail – SPIF – Schedule**

Targets: Sellers and Buyers.

Cost: High. 50 cents to \$1 per mailed piece.

Description: SPIF = Sales Promotion Incentive Fund.
Send a marketing piece with shelf-life (usable).
Schedule (postcard) with an imprint of message
and your contact information.
Common schedules: sports teams, local school events, etc.
Simplest form is business card reprinted on bottom of schedule card.
Drive leads to phone, email, IVR, or website.

Best Offer: Free CMA and Free List of Homes.

Advantages: Practical. People use and keep schedule cards.
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Disadvantages: Cost. It is expensive if it does not work.
Copy. Short copy. Limited space.
Brief. Need quick message like a billboard.
Results. Slow tracking results over time.

Advanced Technique: Include an offer on schedule (i.e. Free CMA and Free List of Homes).
Hire a mail house to mail.

Preferred Vendor: Company: Magnets USA
Address: 817 Connecticut Avenue N.E.
Roanoke, VA 24012
Phone: 800-869-7562
Website: magnetsUSA.com
Product: Prints a wide selection of sports schedules.
Magnets USA can mail the schedules to your list.

Sample:

Seller – **SPHERE OF INFLUENCE**
 Seller – **PAST CLIENT**
 Seller – **PEOPLE FARM**

Free Real Estate Info	
<p>What is your Home Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.HomeWorth.com</p>	<p>What homes are For Sale? FREE List of Homes <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.HomesList.com</p>

Denver Broncos 20XX Schedule

Jacksonville Jaguars	Away	9/12	1:00
Seattle Seahawks	Home	9/19	2:05
Indianapolis Colts	Home	9/26	2:15
Tennessee Titans	Away	10/3	12:00
Baltimore Ravens	Away	10/10	1:00
New York Jets	Home	10/17	2:05
Oakland Raiders	Home	10/24	2:15
San Francisco 49ers	Away	10/31	5:00
Bye Week			
Kansas City Chiefs	Home	11/14	2:05
San Diego Chargers	Away	11/22	2:15
Saint Louis Rams	Home	11/28	2:15
Kansas City Chiefs	Away	12/5	12:00
Arizona Cardinals	Away	12/12	2:15
Oakland Raiders	Away	12/19	1:15
Houston Texans	Home	12/26	2:05
San Diego Chargers	Home	1/2	2:15


<p>Happy Agent Broker Associate</p> <p>000-000-0000 Direct 000-000-0000 Office 000-000-0000 Fax</p> <p>Happy@abcRealty.com www.HappyAgent.com</p> <p>ABC Realty 123 Success Street, #250, Profit Town, AA 55555</p>	
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Seller – **PROPERTY FARM**

Free XYZ Area Real Estate Info	
<p>What is your XYZ Area Home Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.XYZHomeWorth.com</p>	<p>What XYZ Area homes are For Sale? FREE List of Homes <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.XYZHomesList.com</p>

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Seller – **EXPIRED**

Free Real Estate Info

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Happy Agent
Broker Associate

000-000-0000 Direct
000-000-0000 Office
000-000-0000 Fax

Happy@abcRealty.com
www.HappyAgent.com

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555



Seller – **FOR SALE BY OWNER**

Free For-Sale-By-Owner Real Estate Info

2 Chances to Win Program
 You and I **BOTH** try to sell your home at same the time. If you sell first, there is zero commission. If I sell first, you use me as your agent. Either way, **you win**. Listen to a FREE recorded message anytime at:
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 000-000-0000 Fax

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www.HappyAgent.com

ABC Realty
 123 Success Street, #250,
 Profit Town, AA 55555





Seller – **LUXURY**

Free Luxury Real Estate Info	
What is your luxury Home Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.LuxuryHomeWorth.com	FREE List of Luxury Homes For Sale <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.LuxuryHomeList.com

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ABC Realty 123 Success Street, #250, Profit Town, AA 55555  	

Seller – **INVESTOR**

Free Investor Real Estate Info	
<p>What is your Rental Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.RentalWorth.com</p>	<p>FREE List of Foreclosure Homes For Sale <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.4CloseList.com</p>

Denver Broncos 20XX Schedule

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Houston Texans	Home	12/26	2:05
San Diego Chargers	Home	1/2	2:15

<p>Happy Agent Broker Associate</p> <p>000-000-0000 Direct 000-000-0000 Office 000-000-0000 Fax</p> <p>Happy@abcRealty.com www.HappyAgent.com</p> <p>ABC Realty 123 Success Street, #250, Profit Town, AA 55555</p>	
--	---

MLS REALTOR

- Buyer – **SPHERE OF INFLUENCE**
- Buyer – **PAST CLIENT**
- Buyer – **PEOPLE FARM**
- Buyer – **MOVE-UP, DOWN, OVER**

Free Real Estate Info

<p>What is your Home Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.HomeWorth.com</p>	<p>What homes are For Sale? FREE List of Homes <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.HomesList.com</p>
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Denver Broncos 20XX Schedule

Jacksonville Jaguars	Away	9/12	1:00
Seattle Seahawks	Home	9/19	2:05
Indianapolis Colts	Home	9/26	2:15
Tennessee Titans	Away	10/3	12:00
Baltimore Ravens	Away	10/10	1:00
New York Jets	Home	10/17	2:05
Oakland Raiders	Home	10/24	2:15
San Francisco 49ers	Away	10/31	5:00
Bye Week			
Kansas City Chiefs	Home	11/14	2:05
San Diego Chargers	Away	11/22	2:15
Saint Louis Rams	Home	11/28	2:15
Kansas City Chiefs	Away	12/5	12:00
Arizona Cardinals	Away	12/12	2:15
Oakland Raiders	Away	12/19	1:15
Houston Texans	Home	12/26	2:05
San Diego Chargers	Home	1/2	2:15

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Buyer – **RENTER**

Free 1st Time Buyer Real Estate Info	
FREE List of Starter Homes For Sale	FREE List of Foreclosure Homes For Sale
<u>Free Recorded Message</u>	<u>Free Recorded Message</u>
800-000-0000x0000	800-000-0000x0000
<u>Over-The-Net</u>	<u>Over-The-Net</u>
www.1stHomeList.com	www.4CloseList.com

Denver Broncos 20XX Schedule

Jacksonville Jaguars	Away	9/12	1:00
Seattle Seahawks	Home	9/19	2:05
Indianapolis Colts	Home	9/26	2:15
Tennessee Titans	Away	10/3	12:00
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San Francisco 49ers	Away	10/31	5:00
Bye Week			
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Buyer – **LUXURY**

Free Luxury Real Estate Info	
What is your luxury Home Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.LuxuryHomeWorth.com	FREE List of Luxury Homes For Sale <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.LuxuryHomeList.com

Denver Broncos 20XX Schedule

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San Diego Chargers	Home	1/2	2:15

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Buyer – **INVESTOR**

Free Investor Real Estate Info	
<p>What is your Rental Worth? FREE Valuation <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.RentalWorth.com</p>	<p>FREE List of Foreclosure Homes For Sale <u>Free Recorded Message</u> 800-000-0000x0000 <u>Over-The-Net</u> www.4CloseList.com</p>

Denver Broncos 20XX Schedule

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--	---

MLS REALTOR

Way 27: **Mail – SPIF – Coupon**

Targets: Sellers and Buyers.

Cost: High. 50 cents to \$1 per mailed piece.

Description: SPIF = Sales Promotion Incentive Fund.
Send a marketing piece with shelf-life (usable).
Coupon (postcard) with an imprint of message and
Your and merchant's contact information.
Contact local merchants and arrange a joint marketing venture:
You perform mail out and merchant provides free item.
Common coupons: free pie, free pumpkin, free service, % off,
buy one get one free, etc.
Simplest form is business card reprinted on back of coupon card.
Drive leads to phone, email, IVR, or website.

Best Offer: Free CMA and Free List of Homes.

Advantages: Practical. People use coupons.
Shelf-life. Kept for the term of the coupon.
Impressions. Multiple impressions seen over the coupon term.
Color. Can be 1,2,3 or full color. Can be photographs.
Brand. Use to build brand identity.
Leverage. Broadcast your message to any number of prospects.
Long lasting. Impressions for term of coupon.

Disadvantages: Cost. It is expensive if it does not work.
Copy. Short copy. Limited space.
Brief. Need quick message like a billboard.
Results. Slow tracking results over time.
Participation. Must convince merchant to participate.

Advanced Technique: Include an offer on coupon (i.e. Free CMA and Free List of Homes).
Hire a mail house to print and mail.

Preferred Vendor: Company: Got Print
Address: 7625 San Fernando Rd., 8B
Burbank, CA 91505
Phone: 1-877-922-7374
Website: GotPrint.com
Product: Super cheap do-it-yourself coupon postcards.

Sample:

Seller – **SPHERE OF INFLUENCE**
 Seller – **PAST CLIENT**
 Seller – **PEOPLE FARM**

Front

Free Slice of Pie...
 Have a fresh slice of pie compliments of
Mom's Pantry Restaurant and Happy Agent




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and

**Mom's
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Back

How Much Is Your Home Worth?
 Find out the value of your house with your mouse...



For a **FREE** home valuation, listen to:
 Free Recorded Message **800-000-0000x0000** -OR- Over-The-Net
www.YourHomeValue.com

ABC Realty
123 Success Street, #250
Profit Town, AA 55555

You will receive information on what comparable homes have sold for in your area, which homes are currently listed, how long they have been for sale, and their prices.

Based on this information, you will know what your home is worth in today's market. This detailed Home Valuation is absolutely FREE.

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Seller – **PROPERTY FARM**

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How Much Is Your XYZ Area Home Worth?
 Find out the value of your house with your mouse...



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Seller – **EXPIRED**

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Sometimes Even The BEST Homes Don't Sell
Discover the 7 proven techniques to sell a home fast and for top dollar in today's market...

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555

Selling a home today can be a difficult, frustrating, and depressing process. But it doesn't have to be that way. After learning the seven secret techniques, I'm now selling homes faster and for top dollar. I want to help you too. Call me today and I will share with you the 7 proven techniques to sell a home fast and for top dollar in today's market. The call is absolutely FREE.

To learn more about the 7 Proven Techniques To Sell, listen to:

Free Recorded Message
800-000-0000x0000

-OR-

Over-The-Net
www.7ProvenTechniques.com

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Seller – **FOR SALE BY OWNER**

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2 Chances To Win...
XYZ Area Homeowners who want to sell their home themselves are winning big with the new 2 Chances To Win Program...

ABC Realty
123 Success Street, #250,
Profit Town, AA 55555

Selling a home by yourself can be a profitable alternative to hiring a real estate agent. But sometimes it is hard to get enough traffic in to see the home. That's why I created the **2 Chances To Win Program**. Here's how it works:

You and I **BOTH** try to sell your home at the same time.
If you sell first, then there is zero commission.
If I sell first, then you use me as your agent.
Either way, **you win**. Call me today to find out more.

To learn more about the 2 Chances To Win Program, listen to:

Free Recorded Message
800-000-0000x0000

-OR-

Over-The-Net
www.2ChancesToWin.com

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Seller – **LUXURY**

Front

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How Much Is Your Luxury Home Worth?

Find out the value of your house with your mouse...



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 Profit Town, AA 55555

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 Free Recorded Message **800-000-0000x0000** -OR- Over-The-Net
www.LuxuryHomeValue.com

You will receive information on what comparable homes have sold for in your area, which homes are currently listed, how long they have been for sale, and their prices.

Based on this information, you will know what your home is worth in today's market. This detailed Home Valuation is absolutely FREE.

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Seller – **INVESTOR**

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Mom's Pantry Restaurant

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 Profit Town, AA 55555

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 Free Recorded Message **800-000-0000x0000** -OR- Over-The-Net
www.RentalHomeValue.com

You will receive information on what comparable rentals have sold for in your area, which rentals are currently listed, how long they have been for sale, and their prices.

Based on this information, you will know what your rental is worth in today's market. This detailed Rental Valuation is absolutely FREE.

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- Buyer – **SPHERE OF INFLUENCE**
- Buyer – **PAST CLIENT**
- Buyer – **PEOPLE FARM**
- Buyer – **MOVE-UP, DOWN, OVER**

Front

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Free List of MLS Homes
Find a house with your mouse...



For a free MLS home search, listen to:

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800-000-0000x0000 -OR- www.MLSHomeList.com

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 123 Success Street, #250
 Profit Town, AA 55555

Over-The-Net

- Free list of MLS homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

If you already have a buyer broker agreement, this is not intended as a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty. Copyright 20XX.

- Buyer – **RENTER**

Front

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Compliments of Happy Agent and

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Free List of Starter Homes
Find a starter house with your mouse...



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Over-The-Net

- Free list of MLS starter homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

If you already have a buyer broker agreement, this is not intended as a solicitation. This free complimentary report is offered by Happy Agent with ABC Realty. Copyright 20XX.

Buyer – **LUXURY**

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Free List of Luxury Homes
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- Free list of MLS luxury homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

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Buyer – **INVESTOR**

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Free List of Rental Homes
Find a rental house with your mouse...



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- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

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Way 28: **Mail – SPIF – Pen**

Targets: Sellers and Buyers.

Cost: High. \$1 to \$2 per mailed piece.

Description: SPIF = Sales Promotion Incentive Fund.
Send a marketing piece with shelf-life (usable).
Pen with an imprint of message and your contact information.
Simplest form is your name, company, and phone number.
Drive leads to phone, email, IVR, or website.

Best Offer: Personal Promotion, Free CMA or Free List of Homes.

Advantages: Practical. People use writing pens.
Shelf-life. Kept until ink runs out.
Impressions. Multiple impressions seen the life of pen.
Color. Can be 1,2,3 or full color.
Brand. Use to build brand identity.
Leverage. Broadcast your message to any number of prospects.
Long lasting. Impressions for life of pen.

Disadvantages: Cost. It is expensive if it does not work.
Copy. Short copy. Extremely limited space.
Brief. Need quick message like a billboard.
Results. Slow tracking results over time.

Advanced Technique: Include an offer on pen (i.e. Free CMA or Free List of Homes).
Hire a mail house to mail.

Preferred Vendor: Company: Amsterdam Printing
Address: 166 Wallins Corners Road
Amsterdam, NY 12010
Phone: 800-203-9917
Website: AmsterdamPrinting.com
Product: Excellent printer of customized writing pens.

Sample:

- Seller – **SPHERE OF INFLUENCE**
- Seller – **PAST CLIENT**
- Seller – **PEOPLE FARM**
- Seller – **PROPERTY FARM**
- Seller – **EXPIRED**
- Seller – **FOR SALE BY OWNER**
- Seller – **LUXURY**
- Seller – **INVESTOR**

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What is your home worth?
FREE Valutaion
800-000-0000x0000
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- Buyer – **SPHERE OF INFLUENCE**
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- Buyer – **PEOPLE FARM**
- Buyer – **RENTER**
- Buyer – **LUXURY**
- Buyer – **INVESTOR**
- Buyer – **MOVE-UP, DOWN, OVER**

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FREE List of Homes
For Sale in Your Area
www.HomeList.com
Happy Agent - ABC Realty

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FREE List of Homes
For Sale in Your Area
800-000-0000x0000
Happy Agent - ABC Realty

Way 29: **Mail – Holiday Card**

Targets: Sellers and Buyers.

Cost: High. \$1 to \$2 per mailed piece.

Description: Mail a different Holiday Card through out the year.
Send a marketing piece with shelf-life (usable).
Holiday Card with an imprint of message and your contact information.
Common Holidays: New Year, President's Day, Valentines Day,
1st Day of Spring, Saint Patrick's Day, Easter/Passover,
Memorial Day, 1st Day of Summer, Independence Day,
Back to School, Labor Day, Columbus Day, Halloween,
Veteran's Day, Thanksgiving, Christmas/Holiday Season.
Simplest form is business card reprinted on back of Holiday Card.
Drive leads to phone, email, IVR, or website.

Best Offer: Personal Promotion (low key).

Advantages: Thoughtful. People appreciate the thought.
Shelf-life. Kept a few weeks.
Impressions. Multiple impressions seen during holiday.
Color. Can be 1,2,3 or full color.
Brand. Use to build brand identity.
Leverage. Broadcast your message to any number of prospects.
Long lasting. Impressions for life of card.

Disadvantages: Cost. It is expensive if it does not work.
Copy. Short copy. Limited space.
Brief. Need quick message like a billboard.
Results. Slow tracking results over time.

Advanced Technique: Include an offer on card (i.e. Free CMA and Free List of Homes).
Use postcards instead of envelope and card.
Cheaper. Already opened.
Hire a mail house to mail.
Bonus: Send Birthday Cards. Three ways to get birth date:
1. Ask client,
2. Ask mortgage broker (on loan application), or
3. Ask title company at closing (copy of driver's license).

Preferred Vendor: Company: Cards Direct
Address: 200 Chisholm Place, Suite 220
Plano, TX 75075
Phone: 866-700-5030
Website: CardsDirect.com
Product: Printers an assortment of holiday greeting cards.

Sample:

Seller – **SPHERE OF INFLUENCE**
Seller – **PAST CLIENT**

Buyer – **SPHERE OF INFLUENCE**
Buyer – **PAST CLIENT**

Front



Inside

Happy Holidays!

May your holiday season
be filled with joy and cheer!

Thank you for your
business and support!

The greatest compliment I can receive is a referral
to a friend, family member or acquaintance.

Thank you in advance for all your support.

If you know of anyone thinking about buying or
selling real estate in the new year, please pass
along my name and number.

-Happy Agent 000-000-0000



Compliments of
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and
ABC Realty

Way 30: **Door Hanger – General**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to 10 cents per piece.

Description: This is the shy agent method.
Walk neighborhood.
Walk up to door and hang door hanger on door.
Walk to next house. Repeat.
Make sure you have your contact information on one side
and an offer on the other.
Drive leads to phone, IVR, email, or website.

Best Offer: Free CMA or Free List of Homes.

Advantages: Cost. Cheap. Very low cost.
Speed. Faster than door knocking.
Predictable. On average, 1 in 1000 door hangers will result in a call.
Brand. Use to build brand identity.
Impression. People will know you are the area expert.
Trust. People begin to know and trust you.

Disadvantages: Time Intensive. Takes a lot of time. About 50 doors per hour.
Brief. Need quick message.
Results. Slow tracking results over time.

Advanced Technique: Hire someone else to walk and place door hangers for you.

Preferred Vendor: Company: Got Print
Address: 7625 San Fernando Rd., 8B
Burbank, CA 91505
Phone: 1-877-922-7374
Website: GotPrint.com
Description: Super cheap, full color door hangers.

Sample:


Seller – **SPHERE OF INFLUENCE**
 Seller – **PAST CLIENT**
 Seller – **PEOPLE FARM**

Front

How Much Is Your Home Worth?

Find out the value of your house with your mouse...

You will receive information on what comparable homes have sold for in your area, which homes are currently listed, how long they have been for sale, and their prices.



Based on this information, you will know what your home is worth in today's market.


This detailed Home Valuation is absolutely FREE.

For a FREE home valuation, listen to:

Free Recorded Message
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Over-The-Net
www.YourHomeValue.com



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Free List of MLS Homes For Sale

Find a house with your mouse...



- Free list of MLS homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

- Includes bargain homes, starter homes, first-time buyer homes, foreclosure homes, bank owned homes, HUD's, VAREpos, REO's, Short-Sales, fix-ups, distress sales, estate sales, motivated seller homes, and homes that have been marked down \$5,000, \$10,000, \$20,000 and more...

For a free MLS home search, listen to:

Free Recorded Message
800-000-0000x0000

-OR-

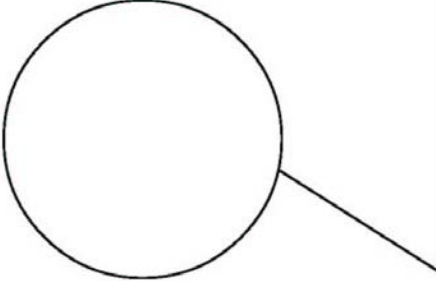
Over-The-Net
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800-000-0000x0000

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www.XYZAreaHomeValue.com

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Free List of XYZ Area Homes For Sale

Find a house with your mouse...



- Free list of XYZ Area homes for sale
- MLS includes ALL homes for sale by ALL real estate agents
- Just enter your price range, desired features and location
- See a customized list of homes designed by you
- Color pictures and full MLS details
- Find the best homes before other buyers

- Includes bargain homes, starter homes, first-time buyer homes, foreclosures, bank owned homes, HUD's, VAREpos, REO's, Short-Sales, fix-ups, distress sales, estate sales, motivated seller homes, and homes that have been marked down \$5,000, \$10,000, \$20,000 and more...

For a FREE XYZ Area home search, listen to:

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800-000-0000x0000

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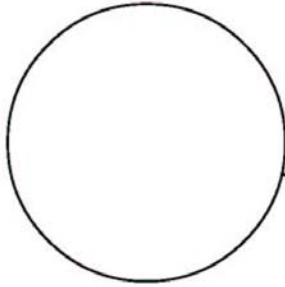
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Sometimes Even The BEST Homes Don't Sell

Discover the 7 proven techniques to sell a home fast and for top dollar in today's market...



Selling a home today can be a difficult, frustrating, and depressing process.

But it doesn't have to be that way. After learning the seven secret techniques, I'm now selling homes faster and for top dollar. I want to help you too.

Call me today and I will share with you the 7 proven techniques to sell a home fast and for top dollar in today's market. The call is absolutely FREE.

To learn more about the 7 Proven Techniques To Sell, listen to:

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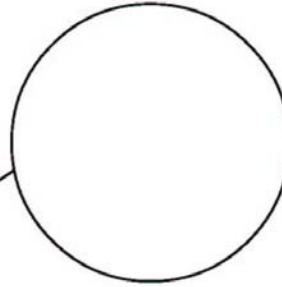
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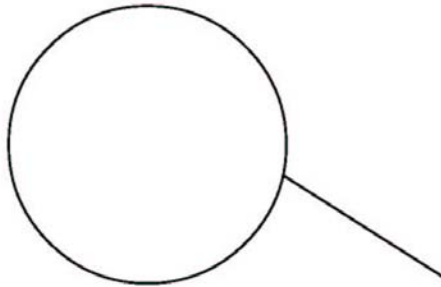
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2 Chances To Win

Homeowners who want to sell their home themselves are winning big with the new 2 Chances To Win Program...



Selling a home by yourself can be a profitable alternative to hiring a real estate agent. But sometimes it is hard to get enough traffic in to see the home. That's why I created the 2 Chances To Win Program. Here's how it works:

You and I BOTH try to sell your home at the same time. If you sell first, then there is zero commission. If I sell first, then you use me as your agent. Either way, you win. Call me today to find out more.

To learn more about the 2 Chances To Win Program, listen to:

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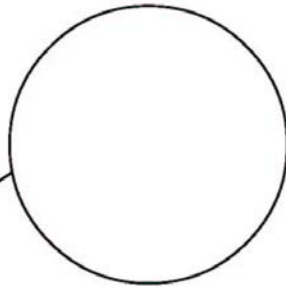
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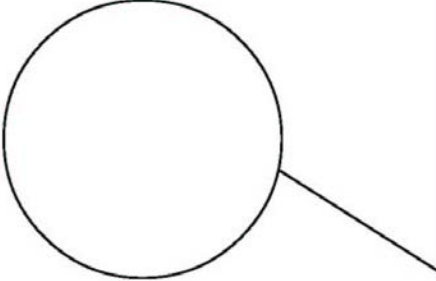
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**How Much Is Your
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**Find out the value of your
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Based on this information, you will know what your home is worth in today's market.


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- Find the best homes before other buyers

- See prime luxury homes and discount luxury homes including: foreclosure homes, bank owned homes, REO's, Short-Sales, fix-ups, distress sales, estate sales, motivated seller homes, and homes that have been marked down \$50,000, \$100,000, \$200,000 and more...

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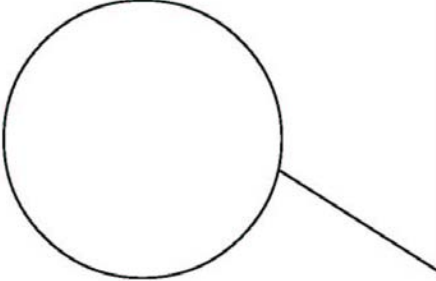
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How Much Is Your Rental Home Worth?

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- Buyer – **SPHERE OF INFLUENCE**
- Buyer – **PAST CLIENT**
- Buyer – **PEOPLE FARM**
- Buyer – **MOVE-UP, DOWN, OVER**

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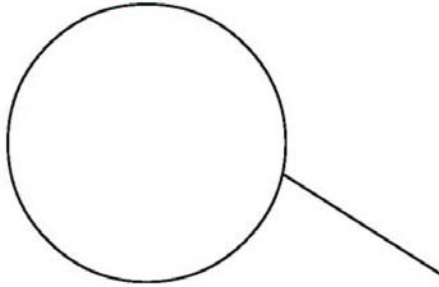
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Stop Making Your Landlord Rich!

When is the last time your landlord thanked you for making him rich?

The secret to getting rich in America is owning real estate. Wealthy people know this. That's why they don't rent, they own their own home.

Now you can too. It has never been a better time to buy your first home. There are dozens of first-time home buyer programs that have low or no down payment requirement. Plus monthly payments are often lower than rent. Why pay for a rental when you can pay the same and own your own home?

I specialize in helping renters become home owners. I know how to make this happen for you. It's easier than you think. Call me today for a free over-the-phone first-time home buyer consultation.

For a FREE first-time home buyer consultation, call Happy Agent at:

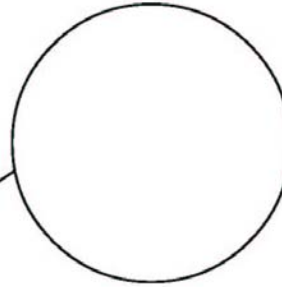
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Specialist

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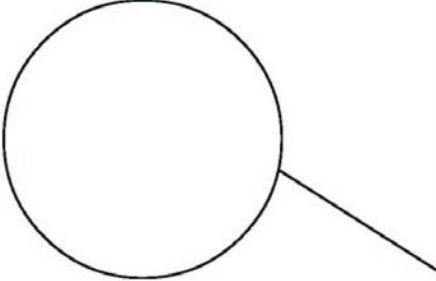
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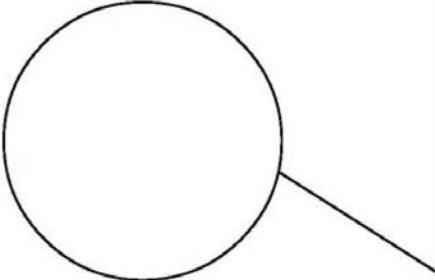
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How Much Is Your Rental Home Worth?

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Way 31: **Door Hanger – Just Listed**

Targets: Sellers and Buyers.

Cost: Low. 5 cents to 10 cents per piece.

Description: This is the shy agent method.
Door hanger advertises your new listing and offers a CMA or List of Homes.
Walk neighborhood.
Walk up to door and hang door hanger on door.
Walk to next house. Repeat.
Make sure you have your contact information on one side
and an offer on the other.
Drive leads to phone, IVR, email, or website.

Best Offer: Free CMA and Free List of Homes.

Advantages: Cost. Cheap. Very low cost.
Speed. Faster than door knocking.
Predictable. On average, 1 in 1000 door hangers will result in a call.
Brand. Use to build brand identity.
Impression. People will know you are the area expert.
Trust. People begin to know and trust you.
Listing. Advertising a listing in area shows you work the area.

Disadvantages: Time Intensive. Takes a lot of time. About 50 doors per hour.
Brief. Need quick message.
Results. Slow tracking results over time.

Advanced Technique: Place on apartment doors looking for buyers.
Hire someone else to walk and place door hangers for you.

Preferred Vendor: Company: Got Print
Address: 7625 San Fernando Rd., 8B
Burbank, CA 91505
Phone: 1-877-922-7374
Website: GotPrint.com
Description: Super cheap, full color door hangers.

Sample: