

How to

# CRUSH IT

with Real Estate Direct Response Marketing  
and Get Them Calling YOU!

 **ProspectsPLUS!**

REAL ESTATE MARKETING INSIDER'S GUIDE

# How to CRUSH IT with real estate Direct Response Marketing.

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The intent of this Insider's Guide is give you the "best practices" for creating direct response marketing materials and campaigns that will deliver the highest ROI.

All marketing materials presented in this Guide are also available on the ProspectsPLUS!® website (as well as thousands more targeted designs).

To order Postcards, Door Hangers, Free Reports, or other marketing materials defined in *How to CRUSH IT with Real Estate Direct Response Marketing*, go to [www.ProspectsPLUS.com/GetResults](http://www.ProspectsPLUS.com/GetResults) and click on the "Products" category.

To create a targeted mailing list go to [www.ProspectsPLUS.com/TargetMarket](http://www.ProspectsPLUS.com/TargetMarket)

For a complete "Done-For-You" marketing option that includes exclusive carrier routes, EDDM, neighborhood branding, and mega-sized marketing pieces - Watch this video at [www.DabbleOrDominate.com](http://www.DabbleOrDominate.com)

You can also call our support team at 1-866-405-3638. We are excited to assist you with your marketing success!

## ProspectsPLUS!®

How to CRUSH IT with Real Estate Direct Response Marketing  
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From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers.

# Why is direct mail so POWERFUL?

## These statistics tell you why!

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Marketing Response Rates (source: DMA):

- **Direct Mail, 9.0%**
- Email, 1.0%
- Paid search, 1.0%
- Social media, 1.0%
- Online display ads, 0.3%

**76% of consumers trust direct mail when they make a decision**

(source: MarketingSherpa)

**80% of households read or browse their advertising mail**

(source: USPS study)

**44% of people said they visited a brand's website after receiving direct mail**

(source: DMA)

**75% could recall the brand after seeing a direct mail piece**

versus 44% recalled the brand after seeing a digital ad

(source: Proactive Marketing study)

**Direct Mail is 20% more persuasive than digital media**

(source: Canadian Post Corp.)

**Brand products on average get a 1,300% ROI from direct mail**

(source: Marketing Sherpa)

# **DO THIS FIRST — before you launch your campaign.**

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## **Choose Your Target**

Decide on the specific niche you're pursuing and create a targeted mailing list - before mailing anything.

## **Define Your Goal**

What do you want to achieve from marketing to this niche? Be specific, then slant your entire message to achieve that result.

## **Use A Compelling Headline/Copy**

Headlines should be attention grabbing and compelling. Keep the copy simple and targeted to your audience. You have about eight seconds to capture their attention.

## **Have A Call-To-Action**

Create a sense of urgency and excite them to reach out. Free Offers are perfect for this. Don't forget to always tell them what to do next.

## **Choose The Right Visuals**

Choose colors that reinforce your brand. When using colors to evoke emotion, refer to color psychology to make the best choice.

## **Plan For Consistency**

Nothing is as important as consistency. Marketing statistics show it takes an average of three times before your name is recognized, seven times to link a name with a business, and 27 times for complete brand awareness and recall.

# The number one ROI GAME-CHANGER — mailing to a targeted mailing list.

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## 40% of your marketing success is in the Data!

### 1. MapMyMail™ - Radial/Polygon Searches

ProspectsPLUS!® has a search tool called MapMyMail™ that allows you to conduct radial and polygon searches, pinpoint a specific address, include and exclude specific streets and addresses, and search homeowners, renters and absentee owners.



### 2. Demographic Search - Niche & Lifestyle Searches

ProspectsPLUS!® has a demographic search tool that allows you to search for buyers and sellers that are high income renters, baby boomers, move-up market candidates, high income consumers, empty nesters, investors, and by specific lifestyle interests.

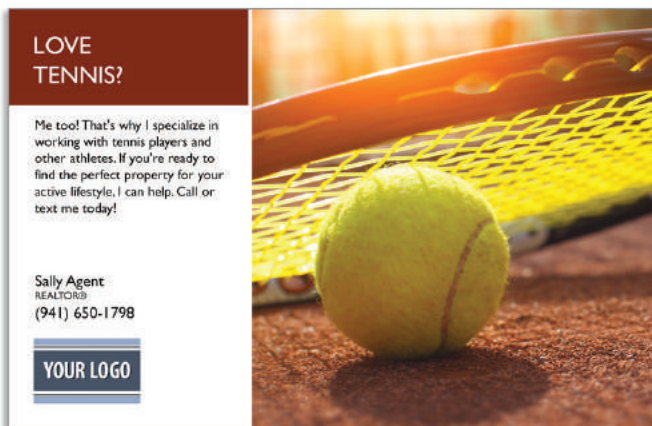
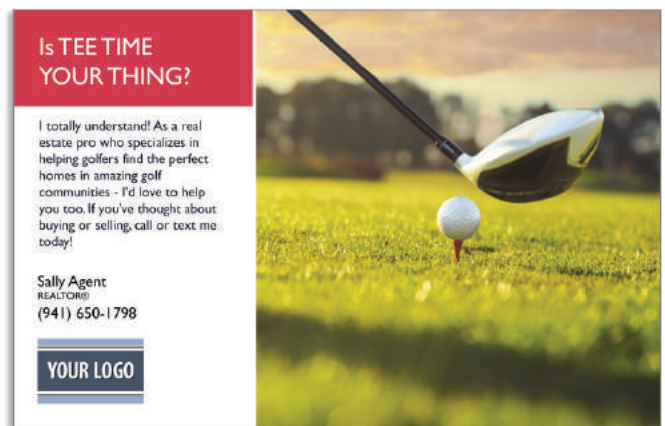
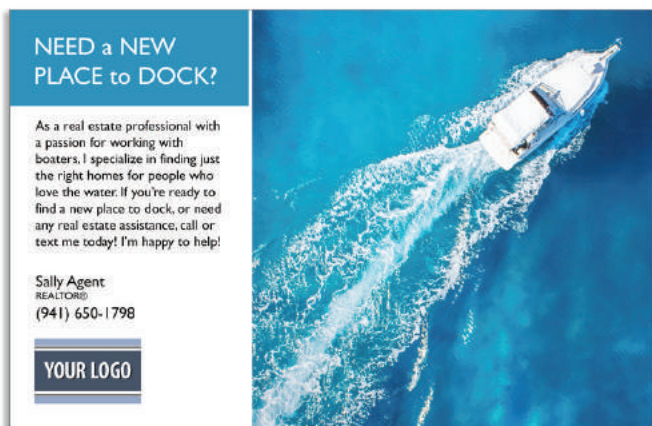


To create a targeted mailing list go to [www.ProspectsPLUS.com/TargetMarket](http://www.ProspectsPLUS.com/TargetMarket)

# DO THIS with your **Lifestyle Interest** postcards TO HELP THEM FIND THEIR IDEAL HOME

**Step 1:** Create a targeted mailing list of boaters, golfers, equestrians, health & wellness lovers, RV enthusiasts, or tennis players by using our Demographic Search Tool.

**Step 2:** Choose and send a postcard from our *Lifestyle Interest Series* that matches your targeted lifestyle.



To order these *Lifestyle Interest* postcards go to [www.ProspectsPLUS.com/Lifestyles](http://www.ProspectsPLUS.com/Lifestyles)

# DO THIS with **Free Offer Birthday** postcards TO BUILD TRUST AND INCREASE NEW CLIENTS

**Generate a mailing list of people celebrating their birthdays in your Farm Area and surprise them with a personalized greeting and/or offer.**

**Step 1:** Identify a Farm Area and we'll generate a list of monthly birthdays for you. (Call us to learn more.)

**Step 2:** Choose a postcard from our *Free Offer Birthday Series* or *Happy Birthday Series* and send out monthly birthday greetings to your Farm Area.



**65% of consumers state Free Offers increase their purchase frequency. Just imagine what a Free Birthday Offer will do to build trust and increase new clients.**



To order **Free Offer Birthday** postcards go to [www.ProspectsPLUS.com/BirthdayOffers](http://www.ProspectsPLUS.com/BirthdayOffers)

# DO THIS with your *Just Listed* postcards TO MULTIPLY OPPORTUNITIES!

Use high-res professional photos

Leave white space for eyes to rest



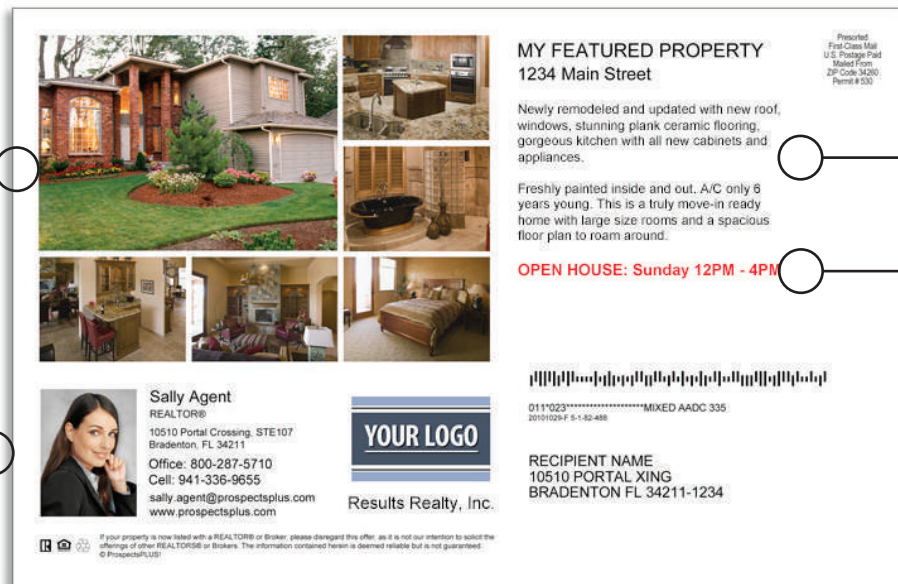
Use branded colors

Always ask for business

Verify your contact information is current and correct

The more photos the better

Keep the layout organized



Edit home details and keep only what's most important

Advertise an upcoming event

To order this *Just Listed* postcard go to [www.ProspectsPLUS.com/JustListed](http://www.ProspectsPLUS.com/JustListed)



# DO THIS with your *Call to Action* postcards TO GET YOUR PHONE RINGING!

Make a valuable free offer

Choose colors that go well together

Provide copy that is relevant to them

Tell them how to reach you

Choose a current high-res photo

Repeat the free offer

Remind them what to do next

To order this *Call to Action* postcard go to [www.ProspectsPLUS.com/CallToAction](http://www.ProspectsPLUS.com/CallToAction)

# DO THIS with your *Get More Listings* postcards TO INCREASE YOUR LISTINGS!

Choose a powerful headline

Use convincing copy

Build trust by giving



Choose images that evoke emotion in your target market

Use a headline that is meaningful

Use copy that reinforces your message

Invite them to call you



Verify your contact information and check it twice

To order this *Get More Listings* postcard go to [www.ProspectsPLUS.com/GetListings](http://www.ProspectsPLUS.com/GetListings)

# DO THIS with your **Door Hangers** TO CREATE A LASTING IMPRESSION!

Bold a high-impact word or sentence



Create a headline that speaks to their pain

Sell them on why to call you now



Build excitement

Choose colors that make an impact

Add a call to action



Make a valuable offer

Ask for referrals

Create perceived value

To order these door hangers go to [www.ProspectsPLUS.com/DoorHangersHere](http://www.ProspectsPLUS.com/DoorHangersHere)

# DO THIS with your **Content Card** postcards TO INFORM & EXCITE YOUR MARKET!

Use images that evoke the desired emotion

Include copy that expands your point

Use a strong supporting headline

Keep it clean and legible

Educate and empower with valuable information

Offer desired content for free

Include important details such as cost

Make it simple for them to reach out

To order these **Content Card** postcards go to [www.ProspectsPLUS.com/ContentCards](http://www.ProspectsPLUS.com/ContentCards)

# DO THIS with the **Market Dominator** TO BECOME A NEIGHBORHOOD BRAND!

Bottom line engaging headline

## Neighborhood Real Estate News: **SELL FASTER & FOR MORE MONEY**

**Sally Agent**  
 REALTOR® (REALTOR)  
 Results Realty  
 10510 Parker Shopping, STE 107, Deerfield, FL 34111  
 888-267-2210 / 941-725-2400  
 sally.agent@prospectplus.com / www.prospectplus.com  
 I Can Help with ALL of Your Real Estate Needs!

### Strategies to Increase Your Home's Appraised Value

**Appraisal Challenges**

SELLERS	BUYERS	APPRAISERS
Percentage of sales	Percentage of sales	Percentage of sales

**WHAT REALTORS HAVE TO SAY:**

- 11% SAID a low price was caused because of appraisal value being below the price negotiated between the buyer and seller.
- 15% SAID a contract was renegotiated or a contract was lost as a result of a low appraisal.
- 9% REPORTED a contract was delayed.

**9 WAYS to Get MORE Money, in LESS Time, with LESS Headaches**

Test keyword: **MoreMoneyReport** to: 941-725-2400

**Who Do You Trust with Your Largest Financial Investment?**

- Honesty, Integrity, and Care
- Communication and Collaboration
- Negotiation and Marketing Abilities

Make it fun and entertaining

Use direct response offers

Quote statistics and add infographics

Get them thinking

### BUYER INCENTIVES: They Get Homes Sold

1. OFFER A HOME WARRANTY - For the most results, a low price and a home warranty are the most preferred, and the most effective, combination. If you contract with a home warranty, the seller should pay for the cost.

2. OFFER TO HELP WITH CLOSING COSTS - If it is a cash sale and you purchased your home, you may find

3. REDUCE THE PRICE - If you are negotiating, and the seller is not willing to budge, you may find a way to reduce the price. This is a common tactic used by sellers to get a sale. However, you should be careful not to reduce the price too much, as this can hurt your bottom line.

4. OFFER TO HELP WITH CLOSING COSTS - If it is a cash sale and you purchased your home, you may find

Give them effective tools

Use visuals for impact

### HOME MARKET ANALYSIS

GET YOUR FREE HOME MARKET ANALYSIS

Test the keyword: **HOME-REPORT**  
 To: 941-725-2400

Knowledge is power in today's market. Find out what your home is worth and become an informed seller. That's not for a Free Home Market Analysis

**houzz**  
 Bestsellers for the Whole Home

Visit [www.HomeGood.Sale](http://www.HomeGood.Sale) to get up to 75% OFF

Utilize marketing partners to reduce marketing costs

Free offers help you track ad success

To order the **Market Dominator** go to [www.ProspectPLUS.com/DominateMarket](http://www.ProspectPLUS.com/DominateMarket)

# DO THIS with your **Free Report** offers TO COMPEL YOUR MARKET TO REACH OUT!

Choose a topic important to your target market and make a bold statement

## How to CHOP \$24,000 & 4 Years OFF Your Mortgage



**Sally Agent**  
REALTOR

It is my pleasure to make sure that you always have the current information you need to make the best decisions for you and your family.

If you ever have a real estate question or need an expert opinion who does, call today. We have to help!

941-723-2400  
sally.agent@prospectplus.com  
www.prospectplus.com

YOUR LOGO

Results Realty, Inc.

**1 The Right Start**  
When you begin your house hunt, a first step is to get prequalified for a loan through your lender. Based on your current debt-to-income ratio, they'll determine the maximum home loan you can secure. Often, that number is used by home buyers as their set price for their new home. This can set you up for failure by creating too tight of a budget of options each month. Take a look at your monthly budget and decide what you can spend without stretching yourself too thin.

**2 Do The Math**  
Retrieve your most recent mortgage statement and grab a few numbers including your current outstanding loan balance, your interest rate, and your years remaining until payoff. There are many free mortgage payoff calculators available on the web. (Bankrate.com is one example) that allow you to play with different monthly payments to get to the right payoff date for you. For example you can reduce the payoff date on a \$200,000 mortgage with an interest rate of 4.75% from 20 years to 18 years by increasing the monthly payment from \$946 to \$1,011. (By the way, that payment increase also saves \$39,181 dollars in interest!)

**3 The Rule of Debt Payment**  
Although the idea of paying off your mortgage early is seductive, it's still important to pay down debt in the right order. This means if you have other debt with higher interest rates, experts recommend you pay those off first. By saving on the interest on higher interest rate debt first you free up more cash to pay down other debt.

**4 Bi-Weekly Magic**  
Extra mortgage payments can add up quickly, especially since they are applied to the principal. Making an extra mortgage payment quarterly on a \$200,000, 30 year loan can reduce your repayment by 11 and a half years and save you \$62,000. Another trick is to make bi-weekly mortgage payments. Basically, take your monthly mortgage payment cut it in half and pay it every two weeks instead of monthly. This will result in one extra payment at the end of the year. In the \$200,000 loan scenario that one extra payment will save you \$24,000 over the life of the loan and cut 4 years off of your repayment time.

**5 Have a Goal**  
It's amazing what a strong goal can do for your ability to be frugal. Crunch some numbers and determine what current circumstances are necessary extra luxury for at least can be cut back. You may be surprised just how much money you can free up by taking your lunch to work versus buying it every day. The average savings per year is \$1,200 (that's \$12,000 over 10 years). Add to that the savings from homemade coffee versus buying out and you've saved another average \$1,100 a year. That's \$2300 extra in principal payments per year. Which would you rather do, eat coffee and a sandwich out or pay off your mortgage 16 to 20 years early, allowing you another access to financial freedom!

Be the industry expert

Create a layout that highlights your message

Use numbers in your headline

## 5 REASONS WHY YOUR HOUSE MAY NOT SELL



**1. LOCATION**  
Over history it has been said the three things to look for in buying a property are 1. Location, 2. Location and 3. Location. And there are positive and negative factors to almost every location.

No matter where your property may be located, there is a ready, willing and able buyer in the marketplace. You just have to be creative and sell the benefits.

**2. CONDITION**  
Making a good first impression is important in getting a property sold. Painting the front door and trim, making sure the doorbell works, putting furniture and clothing in storage and cleaning off counter tops are just a few of the little things I suggest to my clients to make properties more marketable. I spend the extra time necessary with every client to assure all the little details are taken care of. It's that attention to detail that sets me apart and enables me to get properties sold.

**3. PRICE**  
How soon you want to sell has a direct relationship to the price you receive for your property. A very important statistic to look at when pricing your property is the average sales price to list price percentage. This gives you a realistic guideline of what is really happening in the marketplace.

For an honest price analysis of your property, call me and I will share with you the price I expect you to receive in today's real estate market.

**4. TERMS**  
Are you flexible about possession dates? Many times, serious buyers that are relocating to an area only look at those properties that offer immediate possession. Are you willing to assist the buyer with financing? Sometimes a seller who is willing to assist with financing will help a property to sell. Are you buying another property? If you are willing to consider trading part or all of your equity for another property, that makes your property more attractive in the marketplace.

**5. THE AGENT AND COMPANY YOU CHOOSE**  
I pride myself on selling properties that other agents can't sell. I understand the frustrations involved when sellers are not able to accomplish their real estate objectives.

If you are serious about selling and not just listing your property, call me today. I will give you an honest evaluation of what it is going to take to get your property sold. I will share with you my proven marketing systems that have enabled me to help so many sellers accomplish their real estate objectives.



Sally Agent  
REALTOR (FLORIDA)  
941-723-2400  
sally.agent@prospectplus.com

Have questions about any of these powerful ideas or strategies? Request a free consultation or call today to see why there is "YOUR HOME" Done in a day today!

YOUR LOGO

Results Realty, Inc.

Use simple words that are easy to understand

Use strong images that support your copy

Let them know how you can help

# DO THIS with data to **Target 7 Opportunities** that are **AVAILABLE IN YOUR AREA RIGHT NOW**

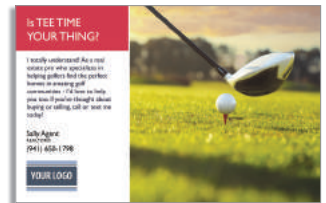
**Step 1:** Create a mailing list with your chosen target market with our easy-to-use Demographic Search Tool.

**Step 2:** Choose a postcard targeted to that market from our selection of done-for-you designs, and launch your campaign.

**TIP:** *By choosing one of our done-for-you postcard designs, you say goodbye to hours spent creating your own marketing piece and take advantage of marketing created by top industry experts.*



**To find out how many opportunities exist in your area RIGHT NOW — TURN THE PAGE**



**To target a specific market and launch your campaign go to [www.ProspectsPLUS.com/MyCampaign](http://www.ProspectsPLUS.com/MyCampaign)**

# NATIONWIDE RESULTS for the Top 7 TARGET MARKETS in your area:

State & Cities	High Income Renters (income + \$60k)	Baby Boomers & Seniors (age 50+)	Empty Nesters (likely to downscale)	High Income Consumers (income +\$100k)	Investors (self-reported lifestyle as an investor)	Move up Market (likely to upscale home)	Lifestyle Interests (Golf, Tennis, Boat Owners, etc.)
<b>ALABAMA</b>							
Birmingham	7,522	74,336	22,450	19,813	11,107	980	25,476
Mobile	6,445	58,530	20,098	15,190	10,790	747	23,414
<b>ALASKA</b>							
Anchorage	9,788	46,923	14,456	20,277	10,686	1,006	14,560
Fairbanks	2,763	12,105	3,866	3,637	2,750	130	3,525
<b>ARIZONA</b>							
Phoenix	24,027	236,739	63,147	55,942	24,521	2,347	65,509
Tucson	12,494	189,146	58,028	37,369	22,530	1,122	56,662
<b>ARKANSAS</b>							
Little Rock	4,843	48,586	15,509	16,334	8,465	1,075	19,286
<b>CALIFORNIA</b>							
Los Angeles	77,827	347,607	89,254	90,414	31,397	3,832	73,339
Sacramento	20,255	151,408	44,613	30,215	12,019	917	41,106
San Diego	2,504	35,495	8,665	2,671	2,529	69	7,549
San Francisco	54,630	235,307	68,767	93,648	26,200	4,148	67,614
Santa Ana	47,596	177,780	57,488	127,233	29,900	6,656	54,601
<b>COLORADO</b>							
Boulder	6,434	25,081	7,202	17,826	4,947	839	9,047
Colorado Springs	14,926	118,084	33,517	37,229	15,054	1,969	45,545
Denver	35,847	144,465	36,559	60,182	18,702	3,184	44,906
<b>CONNECTICUT</b>							
Hartford	1,778	20,382	3,659	1,349	459	45	2,918
New Haven	3,351	21,625	4,519	3,416	977	121	4,222
<b>DELAWARE</b>							
Newark	4,043	29,316	10,099	10,474	3,533	523	11,119
Wilmington	5,381	54,801	19,151	19,308	7,056	943	20,241
<b>DISTRICT OF COLUMBIA</b>							
Washington	42,605	123,721	32,721	56,849	13,492	2,618	30,904
<b>FLORIDA</b>							
Bradenton	4,757	55,538	13,959	14,456	6,086	662	21,657
Jacksonville	19,926	300,114	79,440	73,677	31,250	4,069	67,246
Miami	32,171	73,160	17,879	24,985	10,489	994	28,677
Orlando	25,943	65,099	21,507	12,137	10,746	521	25,525
Tampa	21,465	153,919	40,044	45,258	17,139	2,707	50,269
<b>GEORGIA</b>							
Atlanta	36,516	163,026	42,047	77,248	21,996	4,564	47,262
Columbus	2,917	36,041	11,537	7,020	4,291	277	12,725
<b>HAWAII</b>							
Honolulu	16,675	80,493	27,410	32,793	13,353	840	25,941
<b>IDAHO</b>							
Boise	6,713	56,454	17,811	22,286	7,823	1,003	22,900
<b>ILLINOIS</b>							
Chicago	88,903	452,162	120,799	128,653	42,094	4,947	114,616

Begin a custom search for YOUR specific target market in YOUR selected zip code(s) using our Demographic Search Tool at: [www.ProspectPLUS.com/MyCampaign](http://www.ProspectPLUS.com/MyCampaign)





State & Cities	High Income Renters (income + \$60k)	Baby Boomers & Seniors (age 50+)	Empty Nesters (likely to downscale)	High Income Consumers (income +\$100k)	Investors (self-reported lifestyle as an investor)	Move up Market (likely to upscale home)	Lifestyle Interests (Golf, Tennis, Boat Owners, etc.)
<b>INDIANA</b>							
Fort Wayne	4,189	68,816	23,050	14,829	8,260	775	31,699
Indianapolis	16,910	188,528	58,735	41,577	19,312	1,676	66,030
Cedar Rapids	2,661	31,025	10,248	10,208	3,566	435	16,303
Des Moines	4,208	44,462	14,526	8,207	4,884	267	19,605
<b>IOWA</b>							
Cedar Rapids	2,661	31,025	10,248	10,208	3,566	435	16,303
Des Moines	4,208	44,462	14,526	8,207	4,884	267	19,605
<b>KANSAS</b>							
Kansas City	1,621	27,544	9,003	4,868	3,669	165	9,117
Wichita	6,780	79,683	25,602	18,473	11,963	620	32,456
<b>KENTUCKY</b>							
Lexington	8,713	62,774	18,685	20,621	7,046	1,086	23,263
Louisville	13,816	175,349	59,783	42,308	22,328	1,805	71,740
<b>LOUISIANA</b>							
Baton Rouge	7,829	79,621	27,078	25,577	12,917	1,322	27,511
New Orleans	10,720	89,075	25,624	21,664	12,861	1,220	19,499
<b>MAINE</b>							
Portland	2,731	14,112	3,803	3,805	1,859	128	4,409
<b>MARYLAND</b>							
Baltimore	13,139	122,326	35,992	24,378	9,787	1,046	32,728
<b>MASSACHUSETTS</b>							
Boston	12,952	25,644	5,308	16,288	2,345	612	4,271
Somerville	7,170	11,752	3,435	4,576	915	164	2,587
<b>MICHIGAN</b>							
Ann Arbor	6,751	31,338	10,250	20,077	4,394	1,179	11,536
Detroit	6,473	134,525	35,786	8,934	14,645	255	33,289
Grand Rapids	8,705	75,596	23,298	22,588	8,806	1,153	35,886
<b>MINNESOTA</b>							
Minneapolis	31,264	222,941	73,183	80,394	27,639	3,711	91,002
Saint Paul	19,706	170,934	56,739	68,637	23,469	3,200	76,997
<b>MISSISSIPPI</b>							
Jackson / Byram	2,059	36,370	11,370	7,081	5,912	321	11,289
<b>MISSOURI</b>							
Saint Louis	16,960	211,574	70,620	57,866	27,595	3,261	83,235
<b>MONTANA</b>							
Billings	2,477	29,907	9,905	7,338	4,554	334	13,009
<b>NEBRASKA</b>							
Omaha	10,696	109,836	34,532	39,925	12,236	2,503	48,103
<b>NEVADA</b>							
Las Vegas	44,053	295,509	66,795	74,775	29,193	3,159	78,235
Reno	9,192	68,266	17,223	23,593	8,323	944	22,768
<b>NEW HAMPSHIRE</b>							
Manchester	3,801	24,822	7,305	4,307	2,411	112	8,245
<b>NEW JERSEY</b>							
Jersey City	13,022	38,361	8,331	12,195	2,550	413	6,256
<b>NEW MEXICO</b>							
Albuquerque	11,659	138,559	45,470	36,871	21,886	1,390	40,833

**Begin a custom search for YOUR specific target market in YOUR selected zip code(s) using our Demographic Search Tool at: [www.ProspectPLUS.com/MyCampaign](http://www.ProspectPLUS.com/MyCampaign)**

State & Cities	High Income Renters (income + \$60k)	Baby Boomers & Seniors (age 50+)	Empty Nesters (likely to downscale)	High Income Consumers (income +\$100k)	Investors (self-reported lifestyle as an investor)	Move up Market (likely to upscale home)	Lifestyle Interests (Golf, Tennis, Boat Owners, etc.)
<b>NEW YORK</b>							
New York	157,722	336,460	104,368	148,860	7,671	7,593	56,611
Staten Island	17,464	100,433	36,410	40,969	11,905	3,164	31,390
<b>NORTH CAROLINA</b>							
Charlotte	28,425	161,965	40,936	66,621	20,902	4,243	56,521
Greensboro	6,807	69,287	20,767	18,582	11,001	945	29,361
Raleigh	19,390	104,234	27,730	47,772	17,758	2,597	40,246
<b>NORTH DAKOTA</b>							
Bismarck	1,670	19,571	6,414	6,027	4,457	452	10,523
Fargo	3,295	21,535	5,804	7,164	3,662	336	10,192
<b>OHIO</b>							
Cincinnati	17,929	182,797	61,785	52,762	19,667	3,069	84,081
Columbus	24,690	167,021	51,123	42,825	13,173	2,166	61,336
<b>OKLAHOMA</b>							
Tulsa	7,275	91,446	28,034	21,502	12,318	1,130	31,813
<b>OREGON</b>							
Portland	32,946	182,436	52,993	76,129	28,853	3,508	55,798
<b>PENNSYLVANIA</b>							
Philadelphia	27,382	309,739	94,550	44,269	24,634	1,310	81,894
Pittsburgh	13,900	165,345	63,418	38,198	23,553	1,580	73,212
<b>RHODE ISLAND</b>							
Providence	3,986	27,784	5,970	5,092	2,135	190	6,166
<b>SOUTH CAROLINA</b>							
Charleston	6,225	39,599	11,658	12,838	6,266	480	13,217
<b>SOUTH DAKOTA</b>							
Sioux Falls	4,791	36,714	10,802	12,884	3,617	815	16,828
<b>TENNESSEE</b>							
Memphis	9,271	137,246	41,473	25,342	15,899	1,056	39,444
Nashville	14,308	87,076	25,116	37,232	11,486	1,745	27,154
<b>TEXAS</b>							
Austin	44,950	171,853	42,752	84,528	27,526	5,358	55,389
Dallas	39,658	229,790	59,810	83,154	28,702	5,119	64,004
Houston	69,028	520,372	140,266	162,675	74,822	8,263	137,251
San Antonio	30,527	323,959	93,335	73,452	47,603	3,962	98,107
<b>UTAH</b>							
Salt Lake City	11,882	77,886	27,246	31,886	9,568	1,795	29,320
<b>VIRGINIA</b>							
Richmond	7,428	55,988	15,222	14,560	6,507	692	15,707
Virginia Beach	12,145	96,908	30,989	29,482	12,206	1,517	42,236
<b>WASHINGTON</b>							
Seattle	48,676	140,554	35,909	77,903	20,147	2,971	33,487
Spokane	4,952	65,545	20,182	14,721	9,954	674	25,022
<b>WEST VIRGINIA</b>							
Morgantown	1,842	15,261	5,523	4,855	3,443	299	6,347
<b>WISCONSIN</b>							
Green Bay	4,182	39,634	14,348	9,071	6,774	408	20,640
Madison	12,795	49,897	15,563	19,698	5,359	784	18,977
Milwaukee	20,085	160,631	50,136	33,822	13,546	1,228	61,341
<b>WYOMING</b>							
Cheyenne	1,727	20,611	6,897	4,841	3,146	155	7,846

**Begin a custom search for YOUR specific target market in YOUR selected zip code(s) using our Demographic Search Tool at: [www.ProspectsPLUS.com/MyCampaign](http://www.ProspectsPLUS.com/MyCampaign)**

# The Real Estate Marketing Planner™

12 Months of Strategic Real Estate Marketing — **DONE-FOR-YOU**



The Real Estate Marketing Planner™ is a powerful 12-Month-Guide that strategically defines what marketing to do when throughout the year. Each month **key market segments** are represented and color-coded with detailed, targeted strategies including:

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

Statistically, **95% of your business** will come from family, friends, referrals or hand-raisers from one of these four segments. Each month includes:

- A calendar highlighting what dates to take action
- An action item list with results-focused tasks
- A tip of the month with creative strategies to get you noticed
- Weekly goals and reminders
- Monthly observances
- A series postcard image for each market segment activity



Download Your Copy of  
The Real Estate Marketing Planner™ at:  
[blog.prospectsplus.com/schedule](http://blog.prospectsplus.com/schedule)

## How many customers do you need in your SOI?

Top professionals tell us that 66% of their business comes from their sphere of influence. That translates into one transaction for every twelve people in your SOI — if you stay in touch with them every 30 days.

### Your SOI Calculator

How much money would I like to make this year?

What is my average commission per transaction?

Calculate My SOI

## 20 YEAR VALUE OF A CUSTOMER

YEAR	TRANSACTIONS	SALE	COMMISSION
1	1st Home Purchase	\$189,700	\$5,691
9	1st Home Sale 2nd Home Purchase	\$247,515 \$309,394	\$7,425 \$9,282
18	2nd Home Sale 3rd Home Purchase	\$403,689 \$504,611	\$12,111 \$15,138
			<b>\$49,647</b>

\*NAR Profile of Home Buyers/Sellers. The average person moves every 9 years with an average home price of \$189,700. Potential figures based upon a 3% annual appreciation.

Cost of sending a Done for You Newsletter to a customer, EVERY MONTH, for the next 20 years: **\$246.00**

Find out how many people should be in your SOI at:

[www.ProspectsPLUS.com/SOI-Calculator](http://www.ProspectsPLUS.com/SOI-Calculator)

# Just Listed / Just Sold Postcard RETURN ON INVESTMENT CALCULATOR

## YOUR ROI CALCULATOR

(example)

Number of Annual Listings	<input type="text" value="24"/>
Percent of Listings That Sell	<input type="text" value="60"/>
Response Rate Percent	<input type="text" value="1"/>
Conversion Rate Percent	<input type="text" value="20"/>
Commission Per Listing	<input type="text" value="7500"/>
Postcards Mailed Annually	3,840
New Leads Created	38
New Transactions Created	8

[CALCULATE MY ROI >](#)

Total cost of  
postcards mailed:

**\$2,803**

Additional revenue  
from postcard mailings:

**\$60,000**

My Total  
Return on Investment

**2,140%**

Find out what your ROI could be at:  
[www.ProspectsPLUS.com/ROI-Calculator](http://www.ProspectsPLUS.com/ROI-Calculator)

## STATISTICS PROVE DIRECT MAIL WORKS!

Source: Compu-Mail

- 98% of consumers bring in their mail the day it is delivered. Of these, 72% bring it in as soon as possible.

- 40% of consumers try new businesses after receiving direct mail.

- 70% of Americans say mail is more personal than the internet.

- 77% of consumers sort through their mail immediately.

- 48% of people retain direct mail for future reference.