

CAREER-MAKING MAILERS



8-Pagers are Career-Making Mailers that generate immediate AND compounding results for Realtors who want to be one of the Top-5 Listing Agents in the city they live in.

Why 8-Pagers?

Everyone has a mailbox. Everyone checks their mail. Especially older homeowners. 8-Pagers stand out in the mail. 8-Pagers are mini-magazines that give you the space to help educate and communicate with potential sellers. 8-Pagers give you the ability to establish your credibility in ways that bring you clients that are already pre-sold on working with you.

8-Pagers are a lot of fun to put together. 8-Pagers also win you clients when you hand them out at Open Houses. 8-Pagers put you on a higher level than the average Real Estate Agent.

Where to Send Your 8-Pagers :

Send your 8-Pagers to the most expensive neighborhoods in your city. We design and print them for you. The Post Office delivers them to the streets you choose. 5,000 is a good starting point and usually just ONE new listing will cover the cost of an entire year's worth of your 8-Pagers. You can choose the carrier-routes you want to mail to by going to www.EDDM.USPS.com.

How Many Listings in 5,000 Homes?

The average seller has lived in their home for around 30 years. This means for every 100 homes in a neighborhood, around 3 homes will be sold each year. For 5,000 homes, about 150 will be listed during the next year.

What are the Costs for Printing & Mailing Your 8-Pagers?

The cost to **print** a batch of 5,000 of your 8-Pagers is **48¢** each.

The cost to **mail** an 8-Pager is **24.7¢** each.

The cost to **have us handle** the USPS paperwork, sorting and delivery to any Post Office in the Bay Area is **7¢** each.

Your costs would be $48¢ + 24.7¢ + 7¢ = 79.7¢$ each $\times 5,000 = \$3,985$. If you would like us to design your 8-Pager for you, we offer Ad Agency Design Services for \$400. Your total cost would be $\$3,985 + \$400 = \$4,395$. Visa, Mastercard, Zelle, and checks are all accepted.

Payment Schedule : \$400 is due when your design is started. Printing costs are due when your design is approved and we are ready to print. If we are handling the mailing for you, the postage costs are paid when the printing is done and we are ready to mail.

Try out a few months of 8-Pagers and see what your results are – there are no contracts to sign – you pay as you go.

What to Put In Your 8-Pagers?

Your 8-Pager can be anything you want it to be. You can mix-and-match different ingredients and create a magazine approach, or focus on one topic for each issue. You can change it each month, or keep the same message.

Here are a few ideas on what to include in your 8-Pager :

- Testimonials and endorsements – let your clients share their joy of working with you
- Current listings – show your latest listings for instant credibility
- Photo wall of some of the homes you've sold
- Current Market Conditions – share your insights on what is happening in your city
- 20-year history of average home prices in your city
- Price comparison with other Tri-Valley and Central Contra Costa cities
- Staging – show before and after photos and reasons to stage a home
- Vendors List – profile your trusted painters, roofers, landscapers, handymen, contractors, title companies, lenders, CPA's and other service providers
- Inherited Property Checklist – talk about the process of selling an inherited home
- Financing information – talk about the current interest rates and rate history
- Your Background – let potential sellers get to know you and create a bond before you even meet
- Awards & Sales Volume

How many sales would it take to pay for your farm program?

\$2,000,000 = average sale price in your farm

\$50,000 = average commission

\$4,385 = average cost per mailer

11 mailers = just one sale pays for 11-mailers

If you send out your 8-page mailers to 5,000 homes in your farm, and you do it consistently for 11-months, do you think you can get a least one new sale?

More than likely, this program will result in many, many more sales for you.

This is a program that is worth trying.

Give me a call and lets get you started!

I can design a mailer that looks exactly like your website and branding.

You can also use Kevin's mailer as a prototype and I can customize it for you.

Call, Text, or Email me
and I will send you a printed sample.