

POSTCARDS

12-month  
postcard plan

for real  
estate  
agents



With our 12-month postcard plan, you'll connect consistently with your ideal clients every single month—**growing brand awareness and generating new business.**

## what's included in my purchase?

- Each postcard is printed in full color. *Watch out, other companies start their pricing with black and white options only!*
- Every postcard design in the 12-direct program is hand-selected for a successful mailing. *Our goal is to get your postcard noticed and generate real results for your business!*
- We only print on high-quality, thick paper to enhance your brand standard and help you get noticed right away. *The "other guys" will charge extra for this, too!*
- Shipping is included! *Our pricing includes all shipping costs. Other companies will advertise their price that doesn't include shipping.*
- Your 12-direct campaign is automated so you don't have to make changes every month. *You can make edits if you want to but it is not required.*



**15**  
**YEARS**

ReminderMedia has been a leader of quality marketing materials for real estate agents for over 15 years!



**5-9**  
**TIMES**

Direct mail gets a response rate 5-9 times greater than email, paid search, or social media.\*



**70%**  
**HIGHER**

Brand recall is 70% higher for direct mail than digital ads.\*\*

\*Data & Marketing Association

\*\*Study from Canada Post

# 2022 12-DIRECT

## hand-selected postcards for real estate agents

### 4 Money-Saving Resolutions FOR YOUR HOME

Happy New Year! Make it a great year for your home by maximizing the return on your investments.

- Curb appeal is more profitable than you may realize. You can add new house numbers, a new mailbox, and new hardware yourself, quickly and inexpensively.
- Invest in upgrades, such as a fully integrated smart home system, or smaller items like a smart thermostat, doorbell, or door lock.
- Switch out any outdated fixtures and upgrade finishes. This could include replacing cabinet pulls, switch plates, and light fixtures with modern designs.
- Consult with a real estate professional! They will be able to walk you through design trends and help you make informed home improvement decisions.

Start the year on a good note—give me a call for all your real estate needs!



**Stacey Shanner, SRES, SRS, ABR  
REALTOR®**  
Toll Free: (866) 458-4226  
Office: (610) 878-5000  
E-mail: customerservice@remindermmedia.com  
[www.remindermmedia.com](http://www.remindermmedia.com)

**R REALTOR® SHANNER REALTY**

### 4 EASY WAYS TO Brighten YOUR HOME

Does your house feel dark and drab because it doesn't let in enough natural light? These simple tips can help make your place brighter and more appealing to buyers.

- Maximize mirrors Mirrors reflect light, so placing one across from a window will bounce sunlight into all areas of the room, including those that are normally dark.
- Lighten windows Remove any dark, thick window treatments that would block sunshine. Light-colored or translucent window panels and curtains made from breezy materials, such as linen, are better options.
- Freshen up furniture Similarly, heavy material on furniture works to darken the feel of a room. Instead, choose furniture covers that are breathable.
- Don't forget to dust Dirt on windows, light fixtures, and furniture can dramatically reduce the brightness of a room. Go through weekly with a dust rag to enhance the room's natural glow.

Reach out today for more advice to maximize your home's potential!



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## JANUARY

### Money-Saving Home Resolutions

## FEBRUARY

### 4 Ways to Brighten Your Home

### 4 KEY AREAS FOR Outdoor Spring-Cleaning

**Yard**  
After emerging from winter, your yard could probably use some TLC. Rake up any debris, such as leaves, in preparation for spring fertilizing.

**Deck, patio, driveway, and sidewalks**  
These horizontal surfaces arguably get hit the hardest by winter. Inspect them all for wear and tear, including cracks, discoloration, and sidewalls for cracks and crumbling. Clean your deck's surface with a power washer and seal any damaged concrete or asphalt areas.

Reach out today for more tips on preparing your home and yard for spring!



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### Financially Savvy OUTDOOR IMPROVEMENTS

It's important to choose your outdoor projects wisely to get the most bang for your buck.

Did you know that landscaping upgrades and outdoor living spaces are just a few of the biggest value-boosting home improvements you can make?

Take the guesswork out of what renovations increase your homes value. Give me a call today!



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## MARCH

### Outdoor Spring Cleaning Tips

## APRIL

### Financially Savvy Outdoor Improvements

### The Secrets to Selling a Home IN SUMMER

- Keep your home's interior, exterior, and yard clean.
- Declutter and depersonalize.
- Keep curtains open and windows spotless to show how your home brings in natural light.

Reach out today to learn how easy and stress-free your home sale can be!



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### 3 Reasons Summer Is the Time to Sell

- Buyers will be motivated to make offers before fall.
- Less competition than the spring market.
- More daylight means more showings.

Reach out today to learn how you can cash in and get the most value for your home!



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## MAY

### Summer Home Selling Secrets

## JUNE

### 3 Reasons to Sell in the Summer

# 2022 12-DIRECT

hand-selected postcards for real estate agents

## Hot Outdoor SUMMER STAGING TIPS

Looking to sell this summer? Here's how to make buyers do a double-take.

**Yard:** Keep it watered, and trim your grass, shrubs, and trees.  
**Garden:** Add mulch to flower beds, and plant vibrant summer flowers.  
**Porch:** Paint your front door, and place a new welcome mat in front of it.  
**Patio/Deck/Fencing/Siding:** Pressure-wash, refresh, and, if needed, repair these areas.

Reach out today for more tips that can help you sell your home faster!



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## JULY

### Outdoor Summer Staging Tips

## AVOID REAL ESTATE REGRET

- View a home at different times to check street traffic and determine if it's right for you.
- Test the morning and evening drive to work.
- Make sure you understand what the community allows and doesn't allow.
- Get a specialist for items like pools, solar panels, etc.

**GIVE ME A CALL TODAY TO SEE WHY MOVING IS THE RIGHT CHOICE.**



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## AUGUST

### Avoid Real Estate Regret

## ARE YOU READY TO BUY?



Scan Here to See  
How Much Home  
You Can Afford



Call today to start your  
home search!



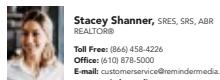
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## SELL YOUR HOME IN THE FALL MARKET

Buyer demand is strong and  
competition is low.

**GIVE ME A CALL FOR A FREE  
MARKET ANALYSIS.**



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## SEPTEMBER

### Are You Ready to Buy?

ANY WAY YOU SLICE IT,  
I'M HERE TO MAKE  
SELLING YOUR HOME

## easy AS pie

Happy Thanksgiving!



Reach out to today for all your real estate needs!



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## OCTOBER

### Sell Your Home in the Fall Market

BROWN SUGAR AND CINNAMON

## Pull-Apart Bread

SERVES 8-10

INGREDIENTS:

- 4 packages biscuit dough
- ½ c. cinnamon sugar mixture
- 2 c. light or dark brown sugar
- 1½ c. butter
- 2 tbs. honey
- Walnuts, for garnish (optional)

INSTRUCTIONS:

- Preheat the oven to 350°F, and grease a Bundt pan with nonstick spray.
- Cut each biscuit into quarters, and then coat in the cinnamon sugar mixture. Layer the pieces into the greased pan, making sure they are evenly distributed.
- Working with me is a recipe for success—call me today!
- Continue to stir until a slightly runny glaze forms, and quickly pour over the biscuit pieces.
- Bake for 30-35 minutes, or until the biscuit pieces are golden brown.
- Remove from the oven and allow to cool in the Bundt pan for at least 10 minutes. Carefully place a large plate over the pan, and flip the pan over so that the pull-apart bread comes out of the pan and onto the plate. Put the pan away from the bread ring carefully, avoiding the hot glass. Top with walnuts, if desired.



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## NOVEMBER

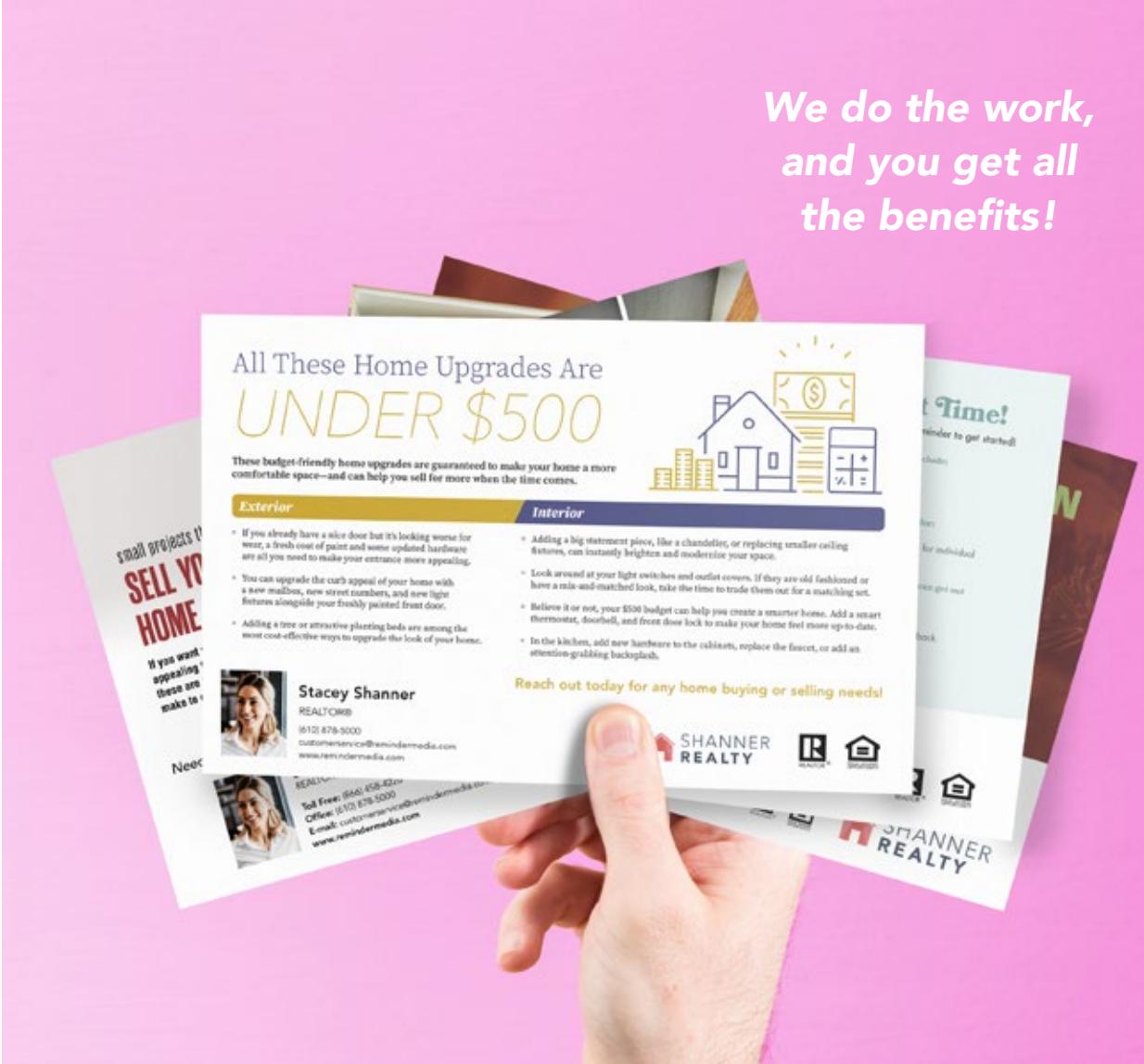
### Happy Thanksgiving

## DECEMBER

### Holiday Pull-Apart Bread Recipe

postcard printing

We do the work,  
and you get all  
the benefits!



QUANTITY	PRICE	12-direct special: <b>BUY A YEAR OF POSTCARDS, GET ONE MONTH FREE!</b>
5,000+	<b>\$0.59</b>	
3,000-4,999	<b>\$0.63</b>	
2,000-2,999	<b>\$0.67</b>	
1,000-1,999	<b>\$0.69</b>	
500-999	<b>\$0.75</b>	
250-499	<b>\$0.95</b>	

targeted  
mailing  
list

WE USE PREDICTIVE INDEX TO DETERMINE WHO  
ON YOUR LIST IS MOST LIKELY TO MOVE WITH OUR  
**TARGETED FOLLOW-UP.**

 **Consumer Data**

*Past activities produce future outcomes.*

 **Property Data**

*Properties that mimic recent transactions in your area.*

 **Behavioral Data**

*Social media activity and visits to real estate websites.*

**PURCHASE A MAILING LIST OF ADDRESSES  
RANKED MOST LIKELY TO MOVE!**

Multi-Use List  
For Individuals:  
**\$0.09 per address**

Multi-Use List For  
New Homeowners,  
New Movers, or Businesses:  
**\$0.15 per address**

**EXCLUSIVE DEAL:**

Click here to get up to  
**1,000 FREE ADDRESSES!**



"I just started the 12-direct mail farming postcards. **First postcard went out and I already have a listing appointment for a property that will more than pay for they entire year of postcards."**

– JENNA WESTRICK

Click here to

**GET STARTED NOW**  
*and get 1,000 addresses free!*

have more questions?

**CALL**

Reach out at **866-458-4226 ext 4001** with any questions or to get started over the phone.

**VISIT**

Go to **print.remindermedia.com** to shop even more postcard options.



REMINDERMEDIA.COM