

WHAT'S INSIDE:

● *Agent stats and results from mailings*

● *Postcard designs agent mailed out*

● *How to get your own results from farming*

Only 4 Months into
ReminderMedia's Postcard Campaign,
**AGENT LANDS
2 LISTINGS ON
THE SAME STREET**

A case study presented by



MEET THE AGENT



CARRIE IVES

RE/MAX PRO Broker Owner

11 years in Real Estate

Located in Amarillo, TX

2022 STATS

47 transactions

\$263K GCI

Marketing budget

10% of GCI,

or about \$20K

In only four months of mailing postcards with
ReminderMedia, Carrie has received:

3
LEADS

2
SALES

An estimated
\$15,160

in earnings from
4 mailings!

RESULTS OVERVIEW

In 2022, Carrie sent out four postcard mailings to 1,750 people per month. Below are her results based on an estimated 3% commission rate from her two sales.

$\$10,950$ (3% commission from \$365,000 listing)
+ $\$9,600$ (3% commission from \$320,000 listing)
= $\$20,550$ (total earned from commissions)
- $\$5,390$ (total spend on four months of postcards)
= **$\$15,160$ (total net earned profit)**

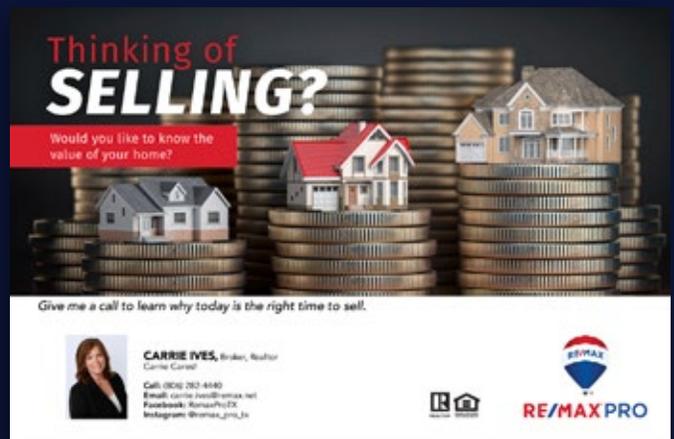
BACKGROUND

After living in four states and moving 22 times, Carrie, her husband, and her three children settled down in the big-little town of Amarillo, Texas. As a licensed agent for more than 10 years, she's firm in her opinion that a commitment to consistency, quality, and value are key to effective marketing and top-of-mind awareness—but finding the right partner to help with her campaigns proved to be a bit of challenge in her new home.

The warm hospitality of the people, the sunny days, and the opportunities for growth found in the Texas Panhandle surrounding Amarillo make the area attractive to homeowners, creating a competitive rodeo for real estate agents. Farming just two communities, Carrie competes with approximately 20 other agents. **She needed an affordable way to stand out and believed postcards were the way to go, but she wasn't happy with the quality she was getting from her current provider.**



"I'm picky about quality," she says. "I had another company where the quality wasn't that good. The paper wasn't heavy, and there was always a big smudge mark right over my face. I didn't want to be known as 'the smudge lady'!"



SO CARRIE TURNED TO REMINDERMEDIA FOR A BETTER SOLUTION...

After consulting with her, ReminderMedia was able to provide Carrie with a mailing list representing her targeted demographics in the communities she farms plus a variety of incredibly high-quality postcards that met her exacting standards and gave her recipients value they appreciated.

Her postcards, pictured above, were wholly created by our team of professional designers (she didn't need to change a thing) and preselected as one of our recommended campaigns (saving her valuable time).

Today, she sends about 1,800 postcards every month, knowing that the key to her marketing is to stay in front of her audience.



MY EXPERIENCE
HAS BEEN
VERY GOOD.

THE PROCESS IS FAST, AND
THE QUALITY
OF THE POSTCARDS IS
EXCELLENT!

REACH

1,750
qualified homes
per month

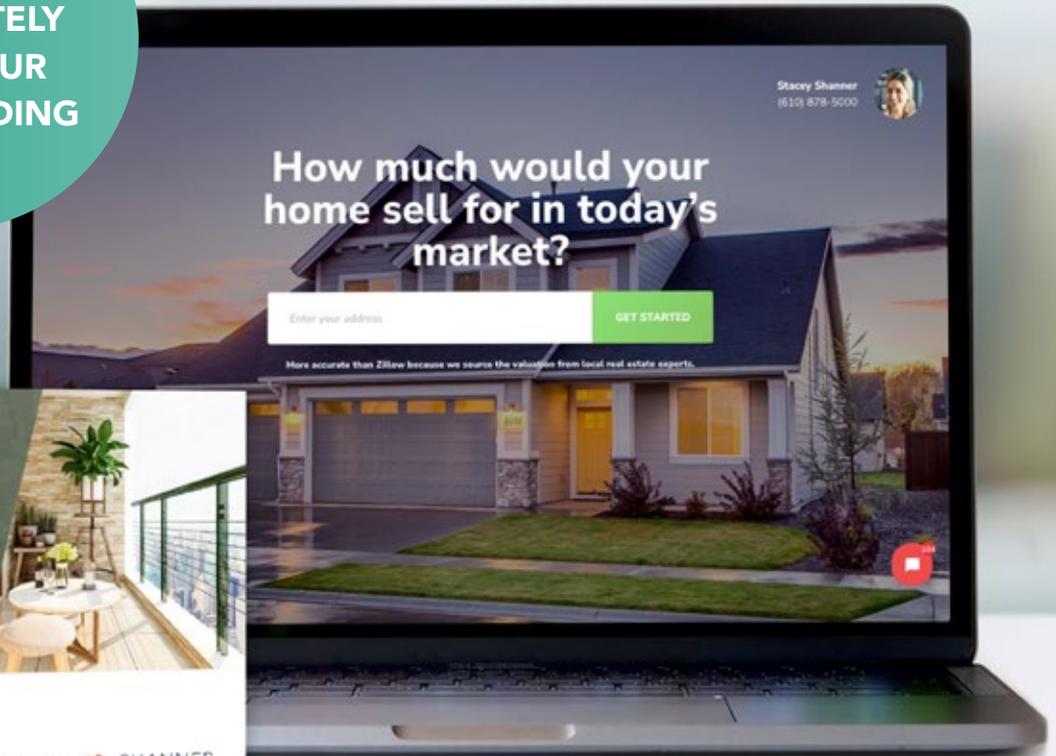
RESULTS

\$15,160
in earnings in
only 4 months!

Carrie's excited about the leads she's received since using ReminderMedia postcards. The two homes she listed after only four months into her campaign demonstrate that you never know when the right message is going to hit the right people at the right time—**so it pays to be consistent!**



START
GAINING LEADS
IMMEDIATELY
WITH YOUR
OWN LANDING
PAGE!



ARE YOU READY TO GET RESULTS TOO?

If you want an automated, consistent, high-quality solution for your geofarming needs designed to offer value to your recipients and promote your business, then schedule a chat with one of our marketing experts.

Plus, we'll build a qualified list for you and set you up with a free landing page!

**CLICK HERE TO GET STARTED
WITH \$40 ON YOUR FIRST MAILING!**