

FEATURED CLIENT CASE STUDY

\$3.4M in Sales Volume from ReminderMedia Postcards in Only 3 Years!



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REALTOR®

Nine Years in Real Estate

RESULTS SINCE 2022



TRANSACTIONS: **16**



SALES VOLUME: **\$10,731,585**



SALES VOLUME FROM
REMINDERMEDIA POSTCARDS: **\$3.4M**



LISTINGS FROM HER POSTCARDS: **5**



PERCENTAGE OF BUSINESS
FROM POSTCARD MAILINGS: **31%**

4 KEY AREAS FOR Outdoor Spring-Cleaning

When people think of spring-cleaning, it's usually focused on the inside of the house. But your exterior is just as important, and now's the perfect time to get your outside areas ready for the season ahead!

<p>Yard After emerging from winter, your yard could probably use some TLC. Rake up any debris, such as leaves, in preparation for spring fertilizing.</p>	<p>Gutters and roof You probably cleaned out your gutters in autumn, but that doesn't mean they stayed empty. Remove any debris and, just as important, make sure they're not pulled away from your home. While you're on your ladder, clear debris from your roof, and check for damaged or missing shingles or flashing.</p>
<p>Deck, patio, driveway, and sidewalks These horizontal surfaces arguably get hit the hardest by winter. Inspect them all: decks for wood damage, and patios, driveways, and sidewalks for cracks and crumbling. Clean your deck (especially between the panels), and seal any damaged concrete or asphalt areas.</p>	<p>Siding Odds are you might have some dingy-looking or damaged siding come spring, whether your home is brick, stone, stucco, or vinyl. To protect your home's armor, inspect it to make sure that none of the materials are loose or broken, and then give it a good cleaning.</p>

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

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Redwood Realty

Why Send a **Postcard Campaign** with ReminderMedia?

*“The quality is far superior to anything else out there, and the variety is great. My partner and I can send different types of information—it’s not all real estate. That’s valuable because if **prospects feel like they know and trust us**, they’ll come to us when they need help with real estate.*”

Roe's Playbook

"We needed to find a way to farm more consistently, so we started sending ReminderMedia's automated postcards to a small area, sticking to where I live because people recognize me through my kids and my involvement in things like the PTA. We then expanded from there."

[illegible]

"When the market got tight, we went from mailing a postcard every month to every other month, but we made sure that we touched our farm at least six times a year. Now we're adding four custom postcards to send a quarterly market update."



Best Practices



✓ Be consistent.

Agents should be realistic when they begin farming with postcards, recognizing that persistence is the key to success. As Roe points out, *"It usually takes at least a year of consistently mailing postcards before you're going to see any reward from it. But when you look at that reward compared to the cost, **one sale is typically going to take care of your investment.** Either way, it's well worth it to build awareness of your brand so people get to know you. You're going to be the first person they think of when they want to sell their house."*

✓ Send a mix.

Postcards can be a little like playing the lottery—you need to hit the right person at the right time to earn an appointment. But what do you do for those who aren't looking to buy or sell right now? You still need to provide them with value so when the time is right, you are still top of mind.

For Roe, that means taking advantage of the variety of postcards ReminderMedia offers. *"In the past year," she says, "we've gotten 10 calls directly attributed to our postcards. Some are for listing appointments, but we also hear from people looking for information or advice about areas like kitchen remodels. I believe it's because we send more than 'Just Listed' cards. ReminderMedia has a large assortment of postcards with DIY ideas, tips, recipes, and more that people actually use, and that positions us as the go-to source of info."*

Why ReminderMedia Marketing Works

"For me, the main reason is that people get them so often. All of a sudden, they think they know us because they're always seeing us. So they call and reach out because we're familiar."



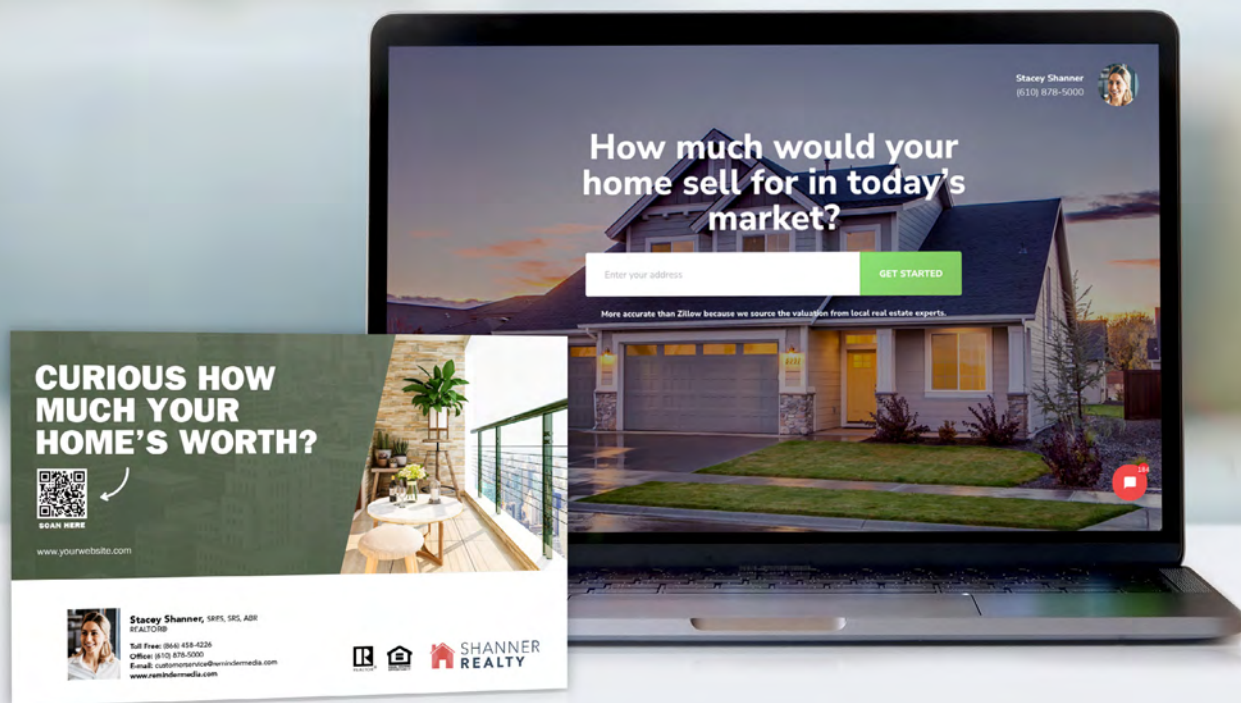
Case in Point

*"We went on a listing appointment, and **the homeowner told me they called because of a postcard we sent.** It had a golden retriever on it. They had lost a golden retriever a couple of years ago, and it just touched them. And so they decided to call."*



Are You Ready to Get Results Too?

If you want an automated, consistent, high-quality solution for your geo farming 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!



This is why our clients like Roe love our postcard campaigns:

- ✓ Easy set-it-and-forget-it campaigns
- ✓ Quality printing and designs
- ✓ Postage included in our low pricing
- ✓ Highly targeted mailing list

**Click here to get
\$40 OFF your
first mailing!**

3 Things You Can Do Now



[**View our free geofarming webinar**](#) to learn about the different types of farming, how to choose the perfect farm using proven criteria, and effective marketing strategies—all while avoiding common mistakes.



[**Visit our website**](#) to see why thousands of agents have chosen ReminderMedia to manage their postcard campaigns.