

FEATURED CLIENT CASE STUDY

Become the **Agent of Influence** in Your Area

How one agent got 16 listings
from her postcard mailings.



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YEARS IN REAL ESTATE: 4



TRANSACTIONS

YEAR 1: **60** with 3 from her postcards

YEAR 2: **70** with 4 from her postcards

YEAR 3: **74** with 5 from her postcards

YEAR 4: **80** with 4 from her postcards



AVERAGE PRICE POINT: **\$250K-\$300K**



2024 GCI: **\$517K**

GET A FREE HOME VALUATION

Would you consider selling for 10% more than your home's current value? If so, text me!

SCAN HERE

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A SEASONAL SCHEDULE FOR HOME MAINTENANCE

Hold on to this checklist to organize your chores so you can minimize stress and enjoy what each season brings.

SPRING	SUMMER	FALL	WINTER
<ul style="list-style-type: none">Check the attic and basement for cracks that could have allowed water to seep in.Remove furniture, and deep clean carpets and floors.Service HVAC system.Check outdoor vents for debris.Clear gutters and downspouts.	<ul style="list-style-type: none">Trim tree branches and shrubs.Power wash siding, deck, driveway, and sidewalks.Repair and retighten deck.Change air filters in HVAC system.Test smoke alarms, carbon monoxide detectors, and fire extinguishers.	<ul style="list-style-type: none">Check dryer hoses, and change out filters and lint traps.Flush your hot water heater.Have chimney inspected and cleaned.Repair cracks around external doors and windows.Remove debris from vents.Service HVAC systems.	<ul style="list-style-type: none">Caulk sink, toilet, and bathtub, and reseal the grout.Wipe down baseboards and doors, and touch up peeling paint where necessary.Change air filters in HVAC system.Test smoke alarms, carbon monoxide detectors, and fire extinguishers.

Looking forward to working with you this year!

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

ReminderMedia has a large selection of high-quality postcards that offer information people can actually use, like tips, recipes, and DIY projects, in addition to the usual 'Just Listed' and 'Just Sold' stuff. That stood out to me as distinctive. They have something for everyone, even if contacts aren't actively looking to buy or sell.

Mandy's Playbook

"I think a lot of agents miss this, but I work my sphere hard. Most people have full-time jobs and are married with families; they don't have time to meet for drinks. So in addition to sending monthly postcards and my ReminderMedia magazine, I make sure I have at least six to eight other touchpoints."



"For example, I send contacts their comps twice a year and gift cards for coffee or donuts. Or I'll send a gift everyone will enjoy, including the kids, like a board game and a note that says, 'Enjoy game night in your new home!'"

"I also do two or three events a year. I wait until after the holidays because everyone is crazy busy. Last year, we had an ice sculptor (who wasn't that expensive) and a hot cocoa bar in February. The town had a great time watching the artist work!"



Best Practices



- 1 Follow up.** Generally speaking, postcards require consistency over a 12-month period before agents can expect to see a return on their investment—but Mandy wasn't going to wait that long. After her first mailing, she **followed up with door knocking and got her first postcard-inspired client after only three months!**
- 2 Invest in your marketing.** Mandy firmly believes that *"you can't trip over dollars to save pennies."* She sends 1,000 cards every month to her farm and reports that **what she makes in commissions is almost double what she spends.**
- 3 Be consistent.** Just about every mailing, Mandy sends a different postcard to her farm. *"Too many agents think they can send one postcard and it will change their life, but it doesn't work that way,"* she says. *"Not enough understand that by being consistent, you're training people to remember you."*
- 4 Use a variety of media.** Mandy observes that *"people have moved toward tech and social media, which is important, but you need to be balanced by mixing old school with the new. My branded postcards and magazine put something in folks' hands, and they just make me look better."*

Why ReminderMedia Marketing Works

*"People aren't always ready to make a move when they get a postcard, but there's value and variety in what ReminderMedia offers, so a lot of my recipients keep them. The offer of a home valuation and the recipe cards are really good; **people stick them on their fridge or in a drawer, and when they're ready, they pull them out and call me.**"*



Mandy first heard about ReminderMedia while attending a mastermind class by Kevin Kauffman and Fred Weaver, hosts of the *Next Level Agents* podcast. The topic was nurturing your sphere and marketing for repeat and referral business. *"They recommended ReminderMedia,"* she said, *"so I did some research and fell in love with the magazine and postcards. They were my first purchased resource, and I've been using their products for the last few years."*

Case in Point

"Most neighborhoods have a Facebook page, and an older couple who was looking to downsize posted to theirs, asking if anyone knew a good agent they could use. Five people, some of whom weren't even clients, told them to reach out to me. I know that's from the postcards, so they're working—I'm making my name a household name."

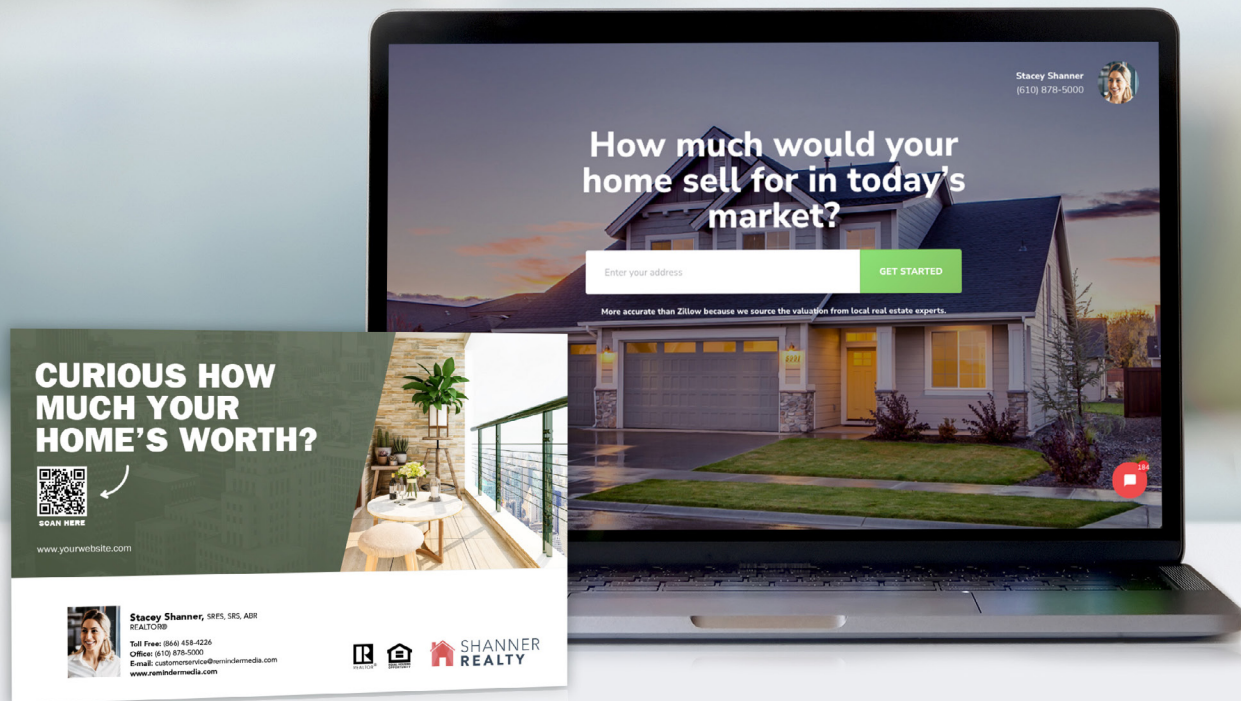


Here's another story...

"An agent from the same company I work with started marketing in my area. He used the company postcards, which are decent, but they're 3 x 5" and look a bit rough. I got a text from someone in the neighborhood with a picture of his little card next to one I sent from ReminderMedia—a big 5 x 7" glossy one. They wrote, 'You must do better than this guy. Yours looks better. He needs to take it up a notch.' In that moment, I realized just how much quality matters; it makes a huge difference."

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 hop on a call 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 Mandy 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**

**We're excited to
help your
business grow!**