

33 Touch Mailing Pieces

It is always hard to know what to send out each month for your 33 Touch Direct Mail touch. Here are my top things that I used to send out (in no particular order)

- Sold in X Number of Days Dinky Postcards (to sphere and neighborhood)
- Just Listed (I didn't really ever send Just Solds and 3+ years later people still say they miss seeing what just went on the market and for what price)
- Monthly newsletter – Generic (contained information about the entire market including absorption rates and number of solds and listeds, it had 2 ads for my listings and featured an article from a vendor so they could help with the postage cost) *Please be careful not to include listings that are not yours and to follow RESPA rules for getting help with paying for postage!*
- Monthly newsletter – Farm (contained information about my farm including absorption rates and number of solds and listeds, it had 2 ads for my listings and featured an article from a vendor so they could help with the postage cost AND included upcoming open houses)
- Fun postcards for branding – “Looking for a new pad?” – if you are not queen of corn like I am maybe skip this one!
- Holiday cards
- Birthday Cards
- Change of season cards
- Dinky postcards (printed on cardstock 4UP were my FAVORITE – cheap and I always used bright blue paper so they knew it was me!)
- Walk around direct mail – I am cheap, I admit it! Sometimes I would walk my farm with my newsletter instead of mailing it. I put them in their door so they couldn't miss it AND got to talk to homeowners while wandering around!