

Direct Mail Marketing For REALTORS®



Why Use EDDM® Postcards for Realtors?

- Saturate your market or farm area with your brand and contact info. Top of mind marketing.
- Statistics show it takes 6-8 touches for a prospect to do business with you. Be consistent.
- Maybe you have your eye on another neighborhood to expand your possibilities, where you can advertise yourself as the person to go to if the homeowner is interested in either selling or trading up.
- Because nothing is set in stone, you can promote your Real Estate business in one area and change it if the response is not what you expected.
- You can implement technology into postcards by adding property text codes that can lead your potential buyer to your listings.
- Offline marketing of your website drives traffic online to your website

Top EDDM® Facts

- 98% of recipients read or scan their mail daily.
- People spend 30 minutes reading their mail vs a few minutes on your website.
- 66% of people have bought something because of direct mail.
- Majority of clients who receive new business within a 3-mile radius are Realtors.
- Postcards are tangible & disruptive. They appeal to your senses and feelings. Physical mail leaves an imprint in the brain.
- People feel that direct mail is more personal than the internet.
- Common uses for Realtor EDDM® postcards include:
 - brand building
 - just sold and just listed postcards
 - open houses
 - local resources
 - industry statistics
 - and more.
- It's a proven affordable marketing tool.
- You can send up to 5,000 pieces per day.
- No need to download a mailing list. Choose from USPS® certified zip code(s) and mailing routes.
- Option to exclude businesses on the mailing route.

Average cost per piece of 1,000 high quality, oversized postcards - designed, printed & mailed - is less than the cost of a first class stamp!

Contact Brian today for a FREE consultation!
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