



Real Estate Postcards

You know you need to stay in touch with your real estate farming areas to be a leader in Real Estate. Staying in touch with potential listing clients or buyers involves several different strategies. Of course, word of mouth is always the best and most effective strategy, but that takes time and a lot of personal contacts. Top agents just don't have enough hours in the day to make enough personal contacts for word-of-mouth to bring them to the top of the game.

One way to put yourself in front of a very targeted audience is to mail out real estate postcards on a regular basis. Whether your real estate postcard mailing program includes just listed postcards, just sold post cards, general real estate marketing postcards, seasonal postcards, or just about any other type of realestate postcard, doing a regular mailing is critical.

Why does this work? Regular mailing is the key. Just like selling any product, most of the battle is finding a prospect who is ready to buy at the time they get your offer. The chance of a person being ready to buy or sell a house at the moment you send them a single postcard is low. However, we all know that people move all times throughout the year, and it is a statistical fact that about 7% of all households move each year.

Regular real estate postcard marketing works because the more you mail to the same area, the better chance the prospect will remember your name when they are ready to buy or sell. And the better the chance that your postcard will arrive in a timely fashion.

Don't think that mailing one postcard, once a year, is going to do you much good. Or doing on Just Sold Postcard for one house each year. You need to budget a percentage of your commissions to do regular mailings each and every month. Some of the most successful agents mail Just listed cards every time they list a house, and then just sold post cards every time the sell a home. On top of that, they mail other real estate marketing cards throughout the year.

Another reason these postcards work is that they feature your picture, your name, your phone number, and a call to action. We always encourage them to call you for either free information about the market, a free market analysis, or to find out the value of their home. People who receive them will start to remember your face and name.

But sometimes time and money can keep you from doing what you know is the right way to grow your business. Real Estate PostCards Online can help save you both time and money. We know all about helping realtors develop effective realtor postcard marketing campaigns. We will be glad to show you how to do a great job with minimal time.

Creating a direct mail postcard program for real estate agents requires more than being good at real estate postcard printing. The first step is to identify your targeted neighborhoods and create a custom mailing list for those households you want to reach. www.easymailmaker.com can help you to select the right list for your area.

We can then finesse your list data to gain the maximum postal discounts for you. With our sophisticated software, it is possible to see postage rates as low as 16 cents per piece.

Once you have chosen your mailing lists, we work with you to create a printed look that makes you stand out. You can choose one of our FREE design templates, or you can let our design experts custom design a look just for you. Not sure what you want to say? No problem, we will gladly help you with that as well. We know how to design marketing tools for real estate agents and we know how to help you stay ahead of your competition. We then print the post cards and drop them in the mail. It couldn't be any easier for you.

Real Estate prospecting takes time and dedication. A regular postcard marketing plan is critical to your long-term success. The more your potential clients see your name, the better chance they will remember it when it is time to buy or sell a home. People want to work with successful people, and when they see your name and picture on the attractive real estate cards you send to them, it is a mark of success. No other marketing tool is more effective than a regular postcard mailing to every one in your area.

Get your real estate marketing postcard campaign started today!

PS-Read our [blog](#) for more information on marketing

Happy mailing!

www.easymailmaker.com

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What We Do

Postcard Marketing Group (www.easymailmaker.com) is a leading direct mail and web portal solution provider that provides businesses and marketing departments a platform for creating, managing, delivering, and measuring the return on cross media marketing campaigns and business communications. It helps clients understand where their valuable marketing money is going, increases campaigns effectiveness, reduces marketing expense, and differentiates themselves from their competition.

We develop, design and implement custom Web Portals, Customer relationship Management (CRM), personalized URLs (PURL), cross media campaign creation and management, personalization of communications, asset management, and a Web to Print Engine, reports and data analytics.

Our solutions focus on driving ROI, reducing marketing costs, increasing brand awareness, and helping the client increase awareness on their clients buying habits.