

Real
**REAL ESTATE
INVESTMENT**
MARKETING CAMPAIGNS & THEIR RESULTS

Brought to you by

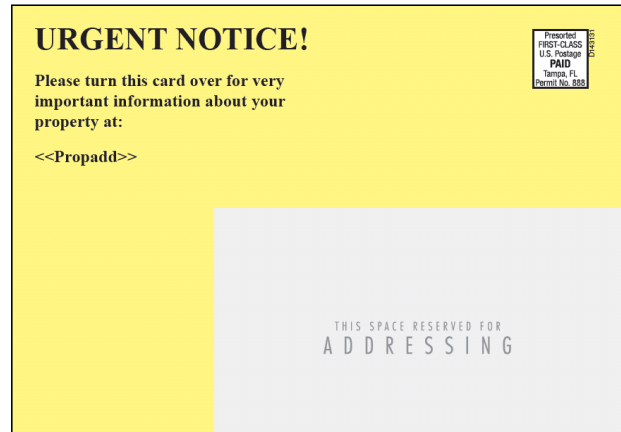
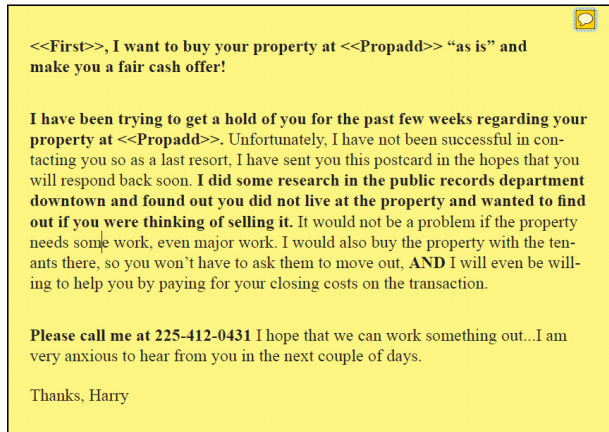
PostcardMania

Postcard Marketing Experts



SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard



Card #143131

RESPONSE

This customer was scheduled to mailed out 1065 monthly for 6 months BUT he got so overwhelmed with the number of responses after the first mailer he asked us to pause the campaign. He got 120 calls after the first mailer – that’s an 11% response rate!! He closed 12 of them and the revenue was approx. \$200,000 total.

MAILING LIST

Provided, Absentee list

MAILING SCHEDULE

Mailed 1065 once

CAMPAIGN COST

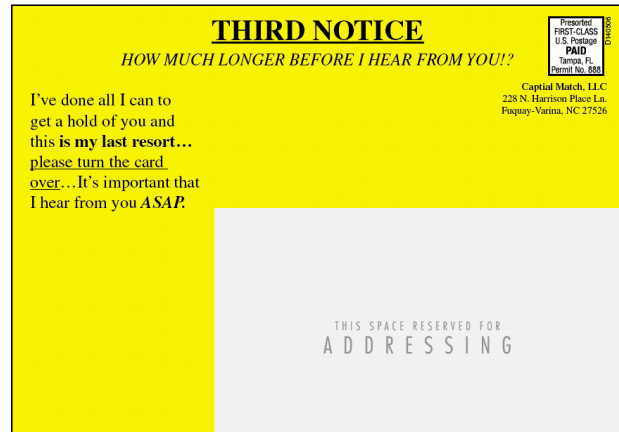
\$1478

ROI

13,431%

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard



Card #140506

RESPONSE

Had 665 callers total, 502 of them were unique, 13 sales resulted from the campaign.
Revenue so far: \$96,900.

MAILING SCHEDULE

Mailed 7,244 once

CAMPAIGN COST

\$710 + \$2042 postage

ROI

3,421%

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard



Card #143801

RESPONSE

Customer got 62 responses in total from both phone leads and online form submissions. So far he already bought, remodeled and sold house #1, he is now working on house #2 and there is a 3rd house in the pipeline. Currently he is at \$162,000 in revenue and \$37,500 profit.

MAILING LIST

Absentee homeowners' list; SFDU; Individuals who own a home in the Metro Detroit Area but have their property taxes sent somewhere outside of Michigan.

MAILING SCHEDULE

Mailed 1000 x 3. (Monthly August, September & November)

CAMPAIGN COST

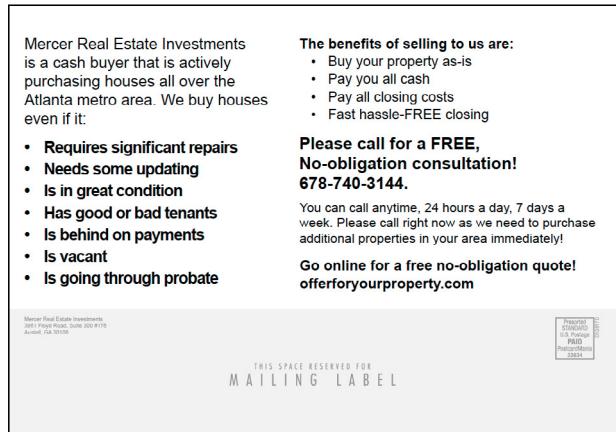
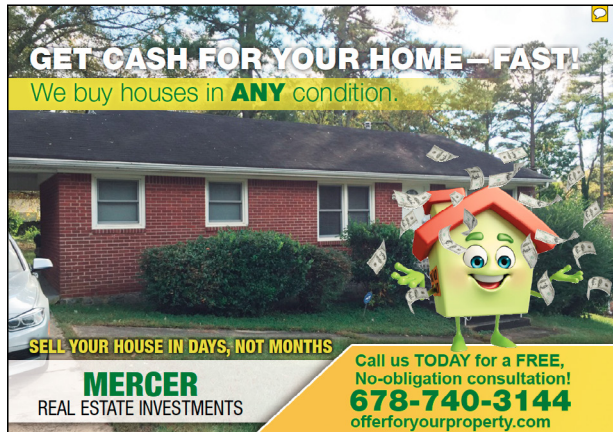
Initial order and postage: \$1,382

ROI

11,658%

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard



Card #138170

RESPONSE

Mailed twice to the same list and got 10 responses. Closed one and revenue was \$20,000.

MAILING LIST

Mortgage file; Ages 60+; Length of residence 5+ years; Loan to value ratio 0%- 60%; Single Family Dwellings

MAILING SCHEDULE

Mailed 2,440 twice (April and June)

CAMPAIGN COST

\$2,431

ROI

722%

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard



BLUE PATH
INVESTMENTS

Carlos Carrales
361-371-4181
BluePathInvestments.com



Card #129397-DP3

RESPONSE

Over the course of the 45 days since his last mailing, he has had 23 calls/leads which has generated \$16k in income!

MAILING LIST

Purchased 1,000 records - absentee homeowners in select zip codes

MAILING SCHEDULE

500-2,000 pieces monthly

CAMPAIGN COST

\$5082

ROI

(on last mailing of 1k alone): 190.3%

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard

<p>I am writing to let you know that I would like to make an offer on your property located at <<propAddress>>.</p> <p>We are a local real estate investment firm that specializes in effortless closing transactions for homes such as this.</p> <p>Afraid this sounds like a lot of work?</p> <p>At Atomic Fox, we have simplified the process for you and have made it our top goal to save you both time and money. Not only will we pay all closing cost, but there is also no commission payment on your end! You will save the 6% fee real estate brokerages charge to sell. Here are the other perks of doing business the Atomic Fox way:</p> <ul style="list-style-type: none">• Buy AS-IS, no need to do any work—we got it covered!• Fast Close. 2-3 weeks & we can work with your special situation.• Cash transaction. Take the lender out of the equation.• We pay all closing & title costs! <p>Additionally, we like our sellers to have the information at their fingertips. Unlike many companies, we let you see exactly how we arrive at our offer price by providing you with comparable sales information in your specific neighborhood.</p> <p>To receive a quote on your property call or email us today at 571-969-3690 • atomicfoxrealestate@gmail.com</p>	<p>ATOMIC FOX 3319 Lee Hwy. Arlington, VA 22207 <small>A member of our LLC is licensed in VA, DC and MD</small></p> <p>URGENT NOTICE! Please turn this card over for very important information about your property at: <<propAddress>>.</p> <p><small>Presorted FIRST-CLASS U.S. Postage PAID PostcardMania 33634</small></p>
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Card #120809-2

RESPONSE

They were initially overwhelmed with calls and they are continuing to come in as they mail - 1 closed deal and 1 closed listing as of now and these will generate \$2500-\$5000 with additional mailings remaining

MAILING LIST

Purchased 500 records - Mortgage file, absentee homeowners, homeowner type detail – Investor, home assessed value less than \$500k, purchase date 10/01/1980 – 10/31/2007

MAILING SCHEDULE

500 4x

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard

 <p>FINAL NOTICE! WE BUY HOUSES, LAND & BUILDINGS!</p> <p>Call Today! 718-753-4287</p>	<p>MUST SELL TODAY?</p> <p>Do you own a house that you MUST SELL TODAY? Need No Headaches, No Hassles, No Broker Commissions? Is your house vacant? Needs repairs? Are you behind on payments? Relocating? Divorce? Bad tenants? Owe liens? foreclosure? Whatever the problem, we have the solution.</p> <p>Stop losing your equity in your property. Find out why selling your house through a Real Estate Broker may not be the best solution.</p> <p>CASH FOR YOUR HOUSE We buy 3-5 houses a month in your area. We can pay cash and close in 9 days. We handle all paperwork and take care of all hassles, so you don't have to.</p> <p>ANY AREA, ANY CONDITION! Call now for a confidential, no obligation phone consultation.</p> <p>WE PAY FINDER'S FEES UP TO \$5000. 718-753-4287</p> <p>Libi Development P.O. Box 660070 Fresh Meadow, NY 11366</p> <p>Presorted FIRST-CLASS U.S. Postage PAID PostcardMania 33765</p> <p><i>We solve your Real Estate problems!</i> 718-753-4287</p>
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RESPONSE

We did 4 mailings of 6k - he said that each mailing he gets 10-20 calls and about 3 deals out of it.

MAILING LIST

(12,000 records)

Single Family Residence:
Homes Built 2006 and prior
10466 = 2,733
10469 = 3,985

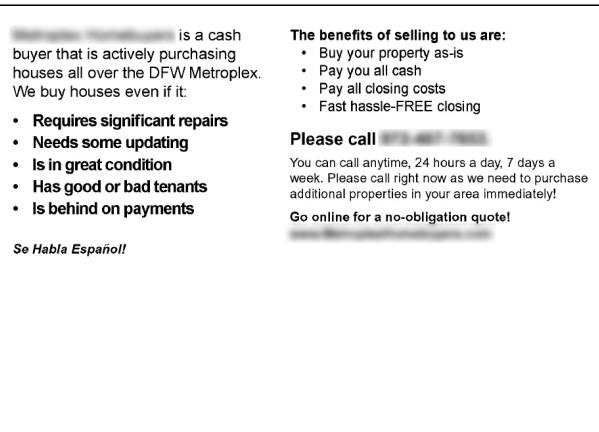
2-4 Unit dwellings:
Homes Built 2006 and prior
10466 = 4,144
10469 = 1,138

MAILING SCHEDULE

Mailed to complete list 2 times with 2 months between each card landing.

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4.25"x6" Postcard



RESPONSE

For every 10,000 pieces they send out, they normally get about 50 new leads!

MAILING LIST

Provides a new 10k records for each mailing - absentee property owners

MAILING SCHEDULE

10K per week

SUCCESSFUL REAL ESTATE INVESTMENT PROMO

4.25"x6" Postcard

<p style="text-align: center;">I MAKE FAIR CASH OFFERS!</p> <p style="text-align: center;">Attention: I want to buy your property at <<propaddress>> as-is, make you a fair cash offer and close on the date you choose.</p> <hr/> <p>Hi, my name is Tom and I am going to buy a house in <u>your</u> neighborhood. If you'd like to have your property considered, please call me right now!</p> <p>Because I am a private buyer, you will save thousands by not paying fees or commissions. I'll give you a fair cash offer, plus pay all of the closing fees. The best part is: you don't have to fix up a thing.</p> <p><i>Here's what Bobbi M. from Lexington had to say: "I'm so glad I called Tom. The property I inherited was vacant and a mess. I had no money to fix it up and needed to sell quickly. Tom gave me a fair cash offer on the spot, paid all the costs and closed in two weeks! I saved thousands in fees, didn't have to fix up the property and actually got a better price than my neighbor did selling with a real estate agent".</i></p> <p>Just so you know, this postcard has gone to several of your neighbors and unfortunately I can only buy one property at this time. So if you are interested in a quick sale at top price with no hassles, please CALL NOW 859-379-5483!</p> <p>Sincerely, Thomas Miles</p> <p>P.S. Remember, I'll pay you cash at top dollar for your house and you don't have to fix anything! I only have enough cash to buy one property so please CALL NOW 859-379-5483.</p>	<p>Thomas Miles 1890 Star Shoot Parkway #170-365 Lexington, KY 40509</p> <p style="text-align: center;">URGENT NOTICE!</p> <p>Please turn this card over for very important information about your property at: <<propaddress>></p> <div style="text-align: right;"><small>Presorted FIRST-CLASS U.S. Postage PAID PostcardMania 33634</small></div>
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Card #138023

RESPONSE

"I'm getting a 1-2% response rate and out of that I'm getting 1-2 sales through each mailing - deals are \$5-10k each."

MAILING LIST

SFDU and MFDU (single family dwelling unit and multi)

MAILING SCHEDULE

Mails monthly 2k to 3k

Thanks for reading!

Consider this data your roadmap to success to do with as you will. We hope you'll use it to your advantage!

Want to check out more design samples? Give us a call and we'll send samples of postcards that are currently being used by others in the real estate investment industry.

For free samples, call **1-800-628-1804** today!