



# Direct Mail Marketing

An Idea Book for *Realtors*





## INTRODUCTION

# In the ultra-competitive world of real estate sales, standing out from your competitors is essential.

**ONE WAY TO DO THAT** is with a venerable business strategy: Direct Mail Marketing. Direct mail is beyond effective; it can be a game-changer for realtors. Recent reports show that direct mail boasts an open rate of 90 percent among consumers, compared with about 21 percent for email.

Direct mail opens a world of possibilities for realtors. Printing for Less has the experience and expertise you need to make direct mail work for you and your business. We are here to both inspire and equip you with the marketing tools that will help grow your business.

As you flip through this “Idea Book,” we hope you’ll be inspired by our creative—yet tried-and-true—direct mail marketing strategies for realtors.

We know these exciting yet practical ideas work and will open doors to significant business success for you.



## SUSTAINABILITY

# You print one. We plant one.

Printing and paper is an integral part of every realtor's business day—letters, listings, legal documents, etc., are part of the job. We don't want direct mail to be just another creator of paper.

That's why Printing for Less is committed to sustainability and proud to announce our partnership with PrintReleaf.

PrintReleaf empowers organizations to sustain and grow the global forestry system...one print job at a time.

For every tree consumed by the production of paper and corrugate products at Printing for Less, a new tree is planted in a global area in need of reforestation.

Scan the QR code to learn more.

## LOOK FOR THESE ICONS THROUGHOUT THE CATALOG



### PLANET. PEOPLE. PURPOSE.

Choose products you can feel good about with items from forward-thinking brands and eco-friendly styles.



### LOOK FOR THE LEAF

Sustainable and eco-friendly products that are better for the planet.

# Idea 1

## Getting to Know You

Direct mail marketing with postcards offers a visually appealing way to reach potential buyers and sellers. These printed cards of various sizes and designs are a valuable tool for real estate marketing campaigns.

For new realtors, or those just beginning to experiment with direct mail marketing, postcards offer these benefits— they are: Tangible, visible, targeted, eye-catching, personalized.

What’s more, postcards make it easy to add a simple yet prominent “call to action.” The consistent use of postcards as part of a real estate marketing strategy— beginning with awareness—also increases your brand recognition.



### WHY IT WORKS

Postcards are visually appealing, easy to read, and quickly convey key information, making them effective for raising awareness and capturing attention. Their tangible nature, combined with repeated touches, creates a lasting impression, helping realtors become top-of-mind for potential clients



### PRO TIPS

Here are some postcards that you can send regularly to attract potential clients:

- Coming Soon
- Just Listed
- Under Contract
- Just Sold



### RECOMMENDED SIZES



4 x 6



5 x 7



6 x 9



6 x 11

## POSTCARDS

# Idea 2

## Local Color

While “Just Listed” and “Recently Sold,” etc., are all great uses for postcards, there are ways to take their use to the next level.

For instance, tap into what’s fun or special about your community—Sunrise/Sunset Calendar, Tides Chart, Seasonal Community Events. Or show your local knowledge by sending coupons regularly for favorite neighborhood restaurants.



### WHY IT WORKS

These special mailers stand out by making a personal connection to you and your brand. Send them on a regular schedule and watch your engagement grow as people look forward to each month’s card.

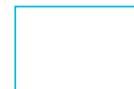


### PRO TIPS

- Include a QR code that leads to a web page with your latest listings or recent sales.
- Include a glowing testimonial or two to amplify why you’re the best.



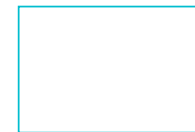
### RECOMMENDED SIZES



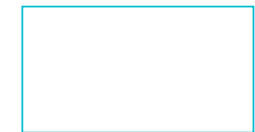
4 x 6



5 x 7



6 x 9



6 x 11

## POSTCARDS

# Idea 3

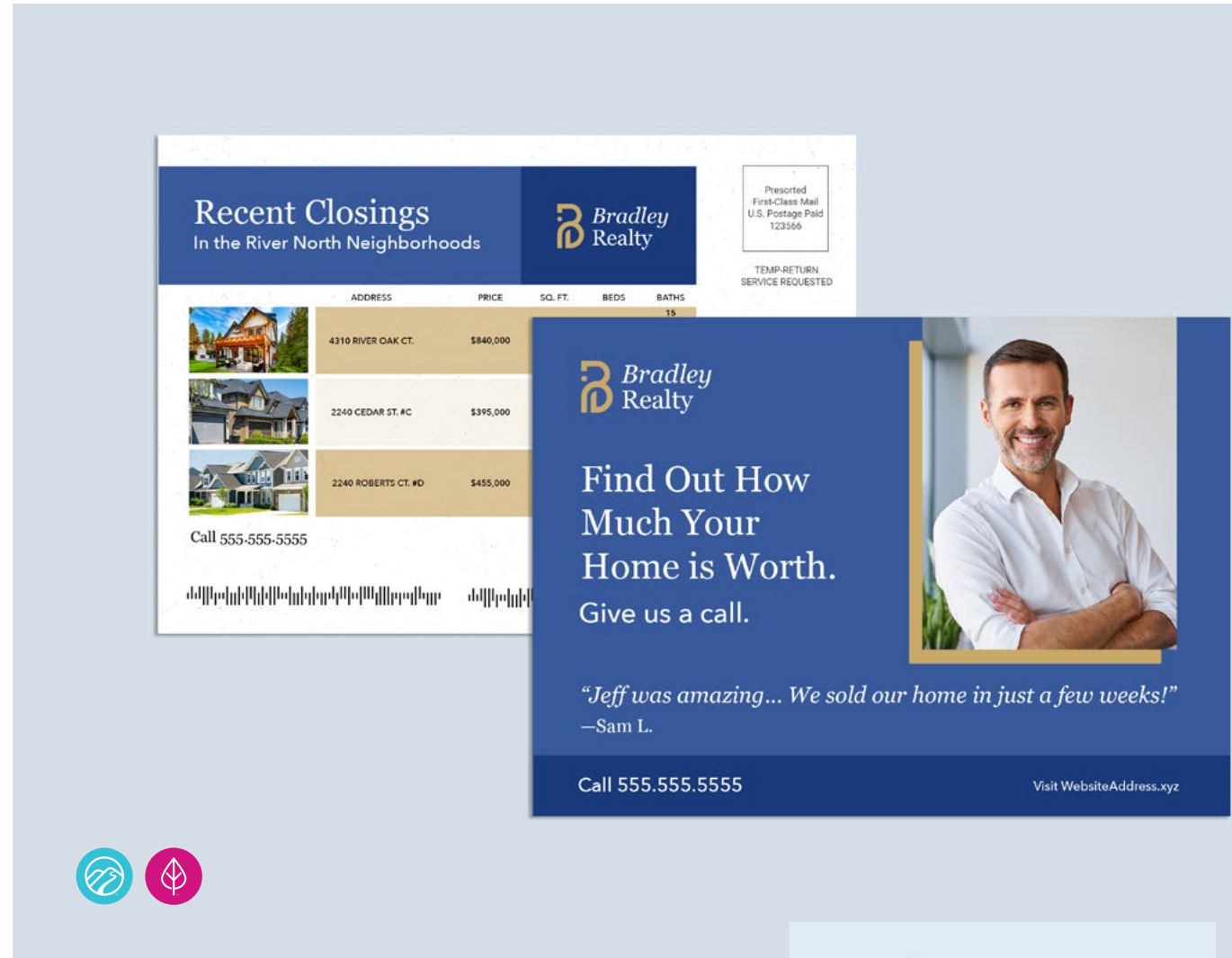
## Neighborhood News

Each month, send a market update to your mailing list or target area. Homeowners are eager to know what's happening in their neighborhood, so include key stats such as recent sale prices, average days on the market, and local real estate trends. On the reverse, feature your photo and a testimonial from a satisfied client.



### WHY IT WORKS

People crave insights about their home's worth, and your postcard delivers the data they're interested in. Including a customer testimonial adds social proof, showing that their neighbors trust you with their most valuable asset: their home. A monthly market update, as part of a full direct mail campaign, keeps your name and brand top-of-mind.



### PRO TIPS

Include a QR code with a clear call to action, such as an invitation to request a complimentary CMA (Comparative Market Analysis), or to join your email list to continue receiving market and other information.



### MAILING FOR LESS

Consider using the USPS Every Door Direct Mail (EDDM) program to reach entire neighborhoods, zip codes, or demographics—all without a mailing list—at a reduced cost. Printing for Less has experts in this technique who can handle all the details for you.



## POSTCARDS

# Idea 4

## Deluxe Delivers

While all postcards do their job, it never hurts to go big—yes, bigger can be better. Imagine a postcard that’s also a mini-catalog, larger than your typical letter, printed on premium paper with a glossy finish. This type of direct mail stands out in any mailbox. An elegant attention-getting postcard/catalog in one can be a game-changer. Feature a stunning home for sale on the cover, along with a listing. Inside, provide detailed information on your other listings and include your contact details.



### WHY IT WORKS

Large formats grab attention. Premium, glossy paper entices recipients to explore the content inside, and the larger size provides room for both information and great pictures of the home and property.

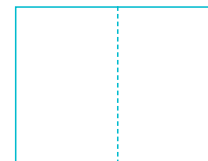


### PRO TIPS

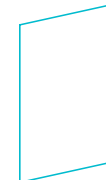
- Choose a soft-touch coating for a luxurious presentation. This tactile experience enhances the perceived value of your message.
- Send these deluxe postcards regularly to your VIP client list. Consistent, high-quality communication demonstrates your commitment to exceptional service.



### RECOMMENDED SIZES



8.5 x 11 Open



8.5 x 5.5 Folded

## CATALOGS

# Idea 5

## Quarterly Catalog

A quarterly catalog featuring a collection of area listings is proven to get results. For the catalog you can choose from a range of paper stocks—budget-friendly to premium. You decide what suits your brand image and audience.

Use these high-quality, multipage catalogs to showcase your contact information, customer testimonials, brand promise, and latest listings.



### WHY IT WORKS

People recognize and appreciate the effort behind a well-crafted publication—it stands out and looks special. Many will enjoy staying informed about new listings and market trends, making your catalog a valuable resource.

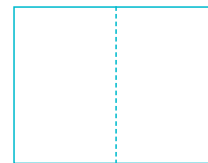


### PRO TIPS

If your catalog is 12 pages or less, consider folding it in half to save on postage costs. This simple adjustment can make your campaign cost-effective while still delivering a high-impact presentation.



### RECOMMENDED SIZES



8.5 x 11 Open



8.5 x 5.5 Folded



PERSONALIZED ADDITIONS

# Idea 6

## Refreshing Reminders

Want to grab your customer's or prospects attention? Send a refreshing lemonade packet along with a personalized message reminding them that you're always there when they need you. This distinctive tri-fold presentation offers ample space for your personalized message.

You can also choose from a variety of add-ons, such as their favorite mocktail, tea, coffee, or a packet of seed paper confetti.



### WHY IT WORKS

A recent USPS report stated that all generations enjoy engaging with brands via direct mail. This creative way to say "I'm here for you" is sure to leave a favorable impression and keep your brand top-of-mind.

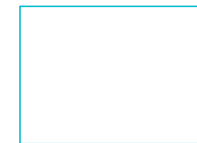


### PRO TIPS

Send these to open house attendees as a great conversation starter, helping to foster a relationship that keeps your brand top of mind in a fun way.



### RECOMMENDED SIZES



**6 x 8 Finished**  
**100# Gloss Cover, Tri-fold.**  
**Mailed in clear envelope.**



**18 x 6 Flat**

PERSONALIZED ADDITIONS

# Idea 7

## Make a Note of It

Keep your brand conspicuous in customer and prospect daily lives by sending them this hard-bound journal. Whether it sits on the night table or kitchen counter, having it around will keep you in their thoughts.

You can also elevate your mailing of the journal by delivering it in a striking metallic envelope in your brand's color.



### WHY IT WORKS

First, who can resist a gold package? This eye-catching envelope stands out in a sea of monotone envelopes and packages, virtually guaranteeing it will be opened. The stylish and practical gift inside can only ensure your connection as a top brand to the recipient.



### PRO TIP

Gifts such as these are perfect for a client with whom you are acquainted and/or are close to doing business with. This shows you value them enough to do something special.



### GLAMOUR BUBBLE MAILER

**Jazzy metallic on the outside, protective bubble on the inside. This 9" X 11½" envelope comes in ten colors to compliment your brand.**

## Idea 8

### Cozying Up

There's nothing quite like the feeling of a cozy, welcoming home—especially for new homeowners. Personalized gifts offer a heartfelt way to greet prospects or celebrate milestones with clients. Properly welcoming a customer into their new home can set you apart from the competition. One way to do this would be by sending this elegant, luxurious *Kashwre Chenille blanket*. Arriving beautifully packaged in a branded box featuring your logo and a personalized note is that extra special touch that stands out.



#### WHY IT WORKS

These custom, thoughtful tokens not only make a lasting impression, they also reinforce the emotional connection between you and your clients, making them feel truly cared for. By providing a luxurious blanket, for example, you're offering warmth and comfort, symbolizing the cozy, inviting atmosphere that every home buyer dreams of.



## Idea 9

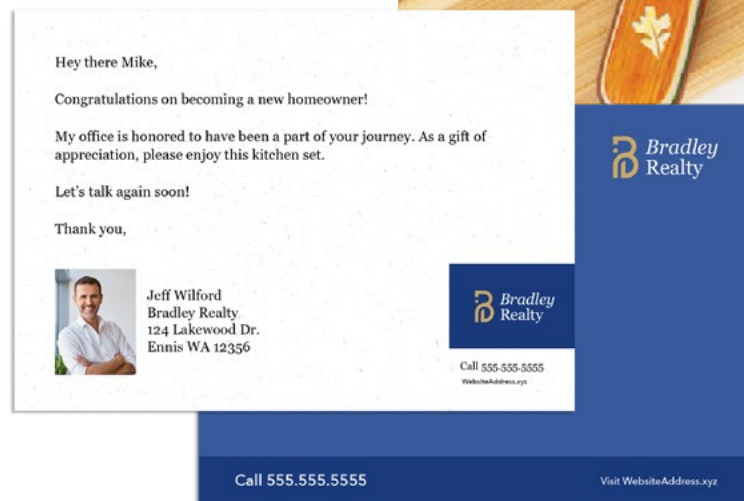
### Now You're Cooking

There is no arguing that the kitchen is the heart of the home. So why not welcome new homeowners into their extra space with this elegant yet practical *Totally Bamboo Barbados Serving & Cutting Board* set. Then enhance the experience with a personalized card, all beautifully packaged in a custom-printed box emblazoned with your logo.



#### WHY IT WORKS

A thoughtful kitchen gift is a fantastic way to express your gratitude to valued customers. It not only helps them feel at home, but also shows how much you appreciate their trust in your real estate business. By providing something they can use daily, you keep your brand present in their lives while adding that personal touch that strengthens your relationship.



PERSONALIZED ADDITIONS

# Idea 10

## Finally, Happy Hour!

For customers you know enjoy an adult beverage now and then, elevate their cocktail game with the *Master Mixologist's Gift Set*. This kit includes the stunning *Be Home Luxe Gold Cocktail Shaker* and the *Crystal Gem Ice Mold*, perfect for crafting show-stopping drinks.

Whether it's for the holiday season or a celebration at the close of a sale, this set is a first-class gesture that will make any mixologist smile. Cheers!



### WHY IT WORKS

A unique and stylish cocktail set is a fantastic way to say 'thank you' to your valued customers. This thoughtful, personal gift adds a touch of luxury and fun to their home, while highlighting your appreciation for their trust in you as their realtor. By offering something they can enjoy during their leisure time, you strengthen your relationship and ensure they think of you fondly during their happiest moments.



# Stand Out From Your Competition

As we believe these marketing ideas make clear, direct mail for realtors is about more than just sending information—it's about creating connections, leaving lasting impressions, and rising above the crowd. We hope our "Idea Book" sparks new ideas for your direct marketing strategy and creates excitement about growing your real estate business.



## TIP

Direct mail is serious marketing... but it's also a chance to unleash your creativity. Bring your story to life, put a smile on someone's face and make an authentic human connection.



**Printing for Less**  
A PFL COMPANY

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# Here's how we can simplify the process of direct mail.

Printing for Less ([PrintingForLess.com](https://PrintingForLess.com)) is PFL's printing and e-commerce company handling custom print and direct mail projects for businesses of all sizes.

- **Expertise:** Work with a dedicated direct mail expert who can handle the project details so you can focus on your business.
- **Full-Service:** Leave the details to us. We can design, print, and mail—or any combination you need. We can also take care of mailing lists and personalize campaigns with variable data printing.
- **Mailing & List Services:** We can have your completed project ready for delivery by the Post Office.
- **Cost Savings:** Get discounts and perks with our various business plans. Minimum annual volume required.

If you're ready to learn more about how Printing for Less can help take your business to the next level, all it takes is an introductory call with our expert direct mail team.

Let's make it happen together!