

Isn't it time you learned what smart, successful real estate agents already know about attracting new business?

You've just taken the first step toward an increased customer base and revenues that will **make your business grow**. Like 99% of agents, you're looking for ways to generate consistent quality results from your marketing efforts.

By replying to our ad, you've shown yourself to be a forward-thinking professional, just like the thousands of other agents who have enjoyed marketing success with our proven strategies.

Want a simple, zero-effort way to increase response rates to your advertising?

If your business is like most, you've tried the newspapers, home books, websites, and flier marketing as well as just about every other form of advertising you can name. You've tried every marketing tool that everyone else in the industry uses..

But you're still frustrated. You need more customers to generate more sales and higher profits. You need a proven -- effective way to get your message across.

Research shows that it takes an average of **5 exposures** to a message before a consumer will even acknowledge that you exist. How can you assure that your future customers will see your message at least 5 times?

Many traditional forms of advertising are easily ignored. Ads in newspapers line the bottom of bird cages. Home books end up in the recycling bin. Promotional gifts such as pens and key chains quickly find their way to the junk drawer. Your advertising dollars won't get much return on investment sitting in recycling bins and cluttered drawers.

We have a solution to your marketing dilemma.

With the printing and mailing services of **Mail Print, Inc.**, you have a powerful combination of technical capabilities and experience in marketing at your disposal. We provide professional graphic design and marketing expertise along with high-quality printing and mailing services, including effective **mailing lists**. With our resources and experience, your marketing plan will be sure to succeed.

How can you tailgate on the back of one of the biggest advertising and marketing avenues available anywhere?

Football schedule magnets

Mail Print will place your advertisement on magnets along with the Kansas City Chiefs football schedule. Your name, contact information and **photograph** will be seen in brilliant full color and with exceptional photo quality right along with the Chiefs schedule. These

inexpensive, practical marketing pieces are printed by our **professional printing craftsmen** on our state-of-the-art equipment.

Think about it. While important and valued tools, pens offer less advertising space and do not enjoy the prominent locations that magnets do. With many traditional marketing approaches it is difficult to get your message to future clients the 5 times it will take for them to act and become customers.

In addition to providing larger advertising space than pens and key chains, magnets enjoy a place of prominence in your clients' homes, **the refrigerator**. Just take a look at your own refrigerator. What do you see? Magnets, lots of them. Magnets hold a higher perceived value than other promotional materials. ***People keep magnets.***

It is nearly impossible to throw a magnet away.

Magnets provide a huge Return on Investment

It takes a total of 5 exposures to get the average consumer to acknowledge to your message, but why settle for just average results? With schedule magnets, your clients will see your message 20 times a day – EVERYDAY for MONTHS!

Research shows that the average household refrigerator is opened **20 times a day**. That's 20 times that your message will reach your client every day for pennies.

If you were to distribute 1,000 magnets to your local area, those tiny billboards would be seen up to **20,000 times every day!**

Suppose the customer keeps your magnet up just for the 5 months of football season. That's 5 months times 30 days, which equals 150 days. Your client will see the message 20 times on each of those 150 days, which comes to **3,000 exposures per magnet** to your advertisement. 3,000 exposures to an ad that cost pennies represent a **huge Return on your Investment**.

5 months X 30 days/month X 20 exposures/day = 3,000 exposures

To extrapolate this further, your 1,000 magnets could each be seen 3,000 times over a five month period. This comes to an astounding **3 million marketing touches** from your small investment.

That's better exposure than all of your phonebook, newspaper, internet, television, and billboard ads combined!

Now look again at your refrigerator. How long have those magnets been there? If your fridge is like mine, most of the magnets have been there for years. Accordingly the estimate of 3000 exposures per magnet is a low figure, considering that some of your clients will still have your magnet 5 or 10 years from now, if not longer. This kind of exposure will literally turn **your name** into a **familiar household brand**.

Let Others Advertise for YOU.

Your customers will instinctively post these mini-billboards up for you in their workplaces as well as their homes. Cabinets and cubicles in office buildings will also be home to your message. *Your customers will network **for you** within their own offices.*

Here are just a few of the ways you can incorporate schedule magnets in your marketing plan.

- ✓ Hand them out to every client, and include them in all of the mail that leaves your office
- ✓
- ✓ Use magnets to distribute at an open house
- ✓ Give bundles to friends, family, and loyal clients (effective third-party endorsement)
- ✓
- ✓ Place them in Community Visitor Centers or Chambers of Commerce
- ✓ Use magnets at trade shows as great low-cost giveaways (longer lasting and larger advertising space than other products)
- ✓ Give bundles to those businesses where you regularly spend your hard earned money such as dry cleaners, and hairdressers

\$Marketing with Magnets Means more Money for You\$

Magnets will help keep your message fresh in your clients' minds. These low-cost, high-value advertisements will increase your response rates because you are effectively increasing the reach, message retention, and recall capabilities of your existing marketing plan.

Increase Your Revenues! Start Today!

Stop wasting money on ineffective, high-cost advertising. Fill out the **attached order form** to get started with the **proven results** of magnets to *help your business grow!*

A Sound Business Decision

With schedule magnets from Mail Print your face and name will be made familiar to **thousands of potential customers**. This small investment in your business future will ensure a long and prosperous road ahead.