

8 Ways to Improve Your Postcards

RE/MAX PROFESSIONALS

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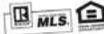
About Kim Banks
Kim's aggressive approach to marketing utilizing state of the art technology with a worldwide reach, excellent customer service, and relentless diligent effort has made her a Premier Real Estate Agent. Kim is dedicated to her clients with the highest level of professionalism, integrity, and service, creating a winning situation for all parties involved.



Interested in the value of your Home, Land, or Investment Property?
Call me today for a FREE home valuation!

★★★★★ **HIGHLY RECOMMENDED**

"My long search for property came to a seamless close with the help of Kim. The whole process was simple and stress free. I have dealt with other realtors in the past but have never had more confidence and trust in one like I did with Kim. She is very knowledgeable in the real estate field. I highly recommend Kim for your real estate needs." - Melanie B.



If your home is listed with another broker this is not intended to solicit that listing.
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JUST LISTED • \$950,000
7137 E. Rancho Vista Dr • 5 BED • 5 BATHS • 8,015 SQ. FT.

Call me today for a FREE home valuation!

KIM BANKS
555.555.5555
youremail@gmail.com
1081 Hibiscus Ave.
Sandyrock, CA 91765



WISE PELICAN

wisepelican.com



Direct mail is a great way to reach potential real estate clients, and we want you to have the best experience possible when you use Wise Pelican.

If you are new to direct mail, or if you have little to no experience with print design, this step-by-step guide will help you create a postcard that will catch your target audience's attention. Plus, it illustrates some of the potential pitfalls, and the best ways to avoid them.

Here are 8 Ways to Improve Your Postcards:

1

Eye-Catching Colors



When your prospective clients sort through a stack of mail, the colors should draw their attention from the mundane white envelopes and grocery sale ads.

Bright, rich colors such as red, yellow, and blue are among the best colors you can use that will generate a glance (or more) from your target audience.

A real estate flyer for Kim Banks, a RE/MAX Professional. The flyer features a large red banner at the top that reads "JUST LISTED • \$950,000" and "7137 E. Rancho Vista Dr • 5 BED • 5 BATHs • 8,015 SQ. FT.". Below the banner is a large photograph of a modern, two-story house with a white exterior and a dark garage. To the left of the house is a black and white portrait of Kim Banks, a smiling woman with dark hair. Below her portrait is a blue call-to-action box that says "Call me today for a FREE home valuation!". At the bottom left, there is contact information for Kim Banks: "KIM BANKS", "555.555.5555", "youremail@gmail.com", "1081 Hibiscus Ave.", and "Sandyrock, CA 91765". At the bottom right, there are three smaller inset photos showing the interior of the house: a bedroom with a bed, a kitchen with a bar, and a dining room with a table and chairs.

2

Clear, Bold Headline

Once you grab their attention with the eye-catching colors, your audience's attention should immediately move towards the headline.

There should be no confusion as to what the postcard is about, which is why the headline is so important. The best headlines use a clean, bold font that provides the subject for the postcard. For real estate agents, some examples include "March 2020 Market Update!", "Just Listed", "Under Contract", and "Just Sold".



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3

Make a Valuable, Relevant Offer



Prospective clients need to have some type of incentive if they intend on doing business with you. For real real estate agents, one of the most common (and effective) incentives to offer is a FREE Home Valuation.

The key to providing an offer or incentive is making sure it is relevant. It may seem tempting to offer "10 FREE Taco Dinners!" in exchange for listing their home with you, but tacos aren't relevant to real estate.

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MLS REALTOR

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<<endorse>>
<<first>> <<last>>
OR CURRENT OCCUPANT
<<address>>
<<city>> <<st>> <<zip>>

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4

Clean, Professional Logos



Few things will signal a lack of professionalism than a poorly designed logo. Awful script fonts, poor readability, outlandish colors, or misleading branding are just a few of the ways logos can go wrong.

Although it is tempting to save money by utilizing a service like Canva to create your own logo, this is one element that will have much more success with hiring a professional graphic designer.



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5

Professional-Quality Photos



Whether it's a newly-listed home, or a market update graph, the images you use need to be the highest quality possible. This is especially true for the interior of a home, which doesn't have the same lighting advantage as the exterior.

Smartphones and iPhones do a great job of taking high-quality photos, but if you choose to take photos yourself, make sure the interior is brightly-lit, ideally with white LED lights so that you don't have to adjust the color temperature.

If you don't feel comfortable with adjusting the controls on your phone's camera, hire a professional.



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6

Studio-Quality Headshot

Grabbing a selfie stick and snapping a photo may be ideal for vacations and group photos with your friends, but not for your direct mail campaign.

This is another instance where a professional photographer will go a long way to portraying you as a professional. They possess the proper equipment and lenses to create a headshot that will have you looking your best.



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Professional Call-to-Action with Local Number



Demonstrating enthusiasm will go a long way in persuading a client to pick up the phone or visit your website. The call-to-action should be in a contrasting color, which can pull attention towards the important information your target audience needs to contact you.

In regards to the information in your call-to-action, there are two key elements that will make a major difference in the overall look of your postcard:

1. Custom email. Services like G-Suite and Office 365 allow you to create a customized email with your company domain.
2. Local number: Even if you have had the same number since college, it still helps to provide a number with an area code from your target region. Google Voice provides you with a free local number, and the calls received can be forwarded to your personal phone.

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8

Great Review/Testimonial

A 5-star testimonial or review shows your prospective clients that you've done a great job with previous clients. If you want to add an extra level of authority to your testimonial, choose a testimonial that you received from an online source, such as Zillow, Yelp, or Google.



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By following these steps, you will maximize your potential of being seen as an expert to your target audience!



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