

# CLIENT FOLLOW-UP PROPOWER PROGRAM

21 MAILINGS  
OVER 5 YEARS

**\$25**

PER CLIENT

*Postage Included*

The secret to growing  
your real estate business  
happens **after the sale.**



THE *Personal*  
MARKETING CO.

tpmco.com 800.458.8245



# WHY IT WORKS

## STAYING IN TOUCH WITH PAST CLIENTS GENERATES REFERRALS AND REPEAT BUSINESS

**REFERRALS:** On average, each happy home buyer you work with knows five friends or family members who are interested in buying or selling. The Automated Client Follow-Up Program from TPMCO is an easy, cost-effective way to stay top-of-mind long term.

**REPEAT BUSINESS:** Your clients may need your services again in a few years due to a growing family, job change, etc. Set yourself up to gain referrals and repeat business by sending valuable content on a consistent basis. The ProPower Program keeps you top-of-mind for 5 years. **YES, 5 YEARS!**



21 MAILINGS.  
5 YEARS.  
**\$25 PER CLIENT.**  
*Postage included.*

### YEAR 1

**Week 1**  
Welcome  
Package

**Feb.**  
Postcard

**Aug.**  
Postcard

**May**  
Magazine

**Nov.**  
Magazine

### YEAR 2

**Feb.**  
Postcard

**Aug.**  
Postcard

**May**  
Magazine

**Nov.**  
Magazine

# HOW IT WORKS



## 1 THANK YOU MAILING

Express appreciation to your clients with a personalized postcard and custom return-address labels for their new home.

## 10 HOME-TOPIC POSTCARDS

Thank your clients for their business and encourage referrals with modern, attention grabbing postcards featuring your photo on the front and back. The postcards are mailed every **February** and **August** for 5 years.



## 10 ISSUES OF TODAY'S LIVING® MAGAZINE

Impress your clients with this 20-page lifestyle magazine brimming with engaging content and eye-catching designs. New issues are mailed every **May** and **November** for 5 years.



*A reminder will be emailed to you at the time of each mailing so you can contact your clients and ask for referrals.*

### YEAR 3

**Feb.**  
Postcard

**Aug.**  
Postcard

**May**  
Magazine

**Nov.**  
Magazine

### YEAR 4

**Feb.**  
Postcard

**Aug.**  
Postcard

**May**  
Magazine

**Nov.**  
Magazine

### YEAR 5

**Feb.**  
Postcard

**Aug.**  
Postcard

**May**  
Magazine

**Nov.**  
Magazine

# TESTIMONIALS

“ The client follow up program is the bomb! My clients like receiving them all while I stay top-of-mind. I haven't found anything that's better or more affordable. I am super happy with The Personal Marketing Company and their services. It's a no brainer for my marketing dollar.

- Aaron Williams

“ I love the Propower 5 year follow up program. It is so inexpensive, and I have been using it for every buyer sale for many, many years. It keeps me top-of-mind to the client and I have received repeat business from it. I also farm using the Insights newsletters, and they are a quality piece as well.

- Melinda Loudin Ball

“ It's a great way to stay in contact with your clients! The quality of the materials they receive are outstanding. I would highly recommend agents use The Personal Marketing Company. I've been using it for many years!

- Terri Ames

“ Excellent marketing for Realtors®. The 5 year follow up makes keeping in touch with past clients a breeze. Affordable and super nice mailings. Our company has been a client for years!

- Laura Hoffman

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21 MAILINGS. 5 YEARS. **\$25 PER CLIENT.**

*All creative, production, postage, and personalization included. Sales tax not included.*

Order Today: [tpmco.com/client-follow-up/](https://tpmco.com/client-follow-up/)

Call: **800.458.8245**

Email: [help@tpmco.com](mailto:help@tpmco.com)