

CLIENT FOLLOW-UP PROPOWER™ PROGRAM

21 MAILINGS
OVER 5 YEARS

\$48

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



approved
supplier

Each supplier independently
owned and operated.

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.
\$48 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



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.



1 THANK YOU MAILING

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

10 ISSUES OF TODAY'S LIVING® MAGAZINE

Impress your clients with this striking 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

21 MAILINGS. 5 YEARS. **\$48 PER CLIENT.**

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

Order Today: tpmco.com/remax

Call: **800.458.8245**

Email: help@tpmco.com