

PRODUCTS THAT CONNECT

Real Estate Marketing Made Easy



THE *Personal*
MARKETING CO.

tpmco.com 800.458.8245

As we celebrate our 44th year of providing real estate agents with high-quality marketing materials, we're reflecting on what got us here. We're very eager to embark on new initiatives and even more robust marketing on your behalf.

We understand the true value of consistent, relationship-based marketing. That's why our approach is built around an affordable way to generate new referrals and prospects from past clients. Did you know it costs up to 15 times more to develop a brand-new client than to maintain your existing relationships? Clearly, keeping in touch with current prospects and past clients creates awareness that produces mutually-beneficial relationships.

Saving you time and money while giving you confidence in your career choice is something we take seriously. If the products you're using aren't helping you achieve your sales goals, we'll offer suggestions to better target your audience. Our partnership with you is personal, and we are passionate about your brand because we genuinely understand the dedication you've poured into your career.

Inside this catalog are proven marketing campaigns that will propel your business by creating lasting, prosperous relationships with your clients. We look forward to working with you as your partner in successful marketing.

All the best,



John J. Wendorff
Chief Encouragement Officer



LET'S GET DIRECT ABOUT DIRECT MAIL

Direct mail cuts through the barrage of daily digital ads by offering consistent, proven ways to reach your audience. Consider these compelling reasons to add direct mail to your marketing mix.

- Direct mail delivered with regularity is the perfect medium for building long-term relationships. It's personal, tangible and keeps you top-of-mind.
- Using direct mail to show potential clients your recent sales in the area is how you build urgency and catch the eye of someone looking to sell.
- Consistent messaging is critical to keeping your name out there during slower times of the year and capitalizing during busier months.

With the ability to automate campaigns and having easy, memorable ways to stay top-of-mind and build urgency, it's no wonder agents have leaned on direct mail for years to get connected and stay connected.

70% of consumers say direct mail is more personal than online interactions.

Direct mail open rates can reach up to **90%.**

42% of recipients read or scan the direct mail they receive.

Direct mail response rates are **5 to 9 times higher** than any other advertising channel.

SCAN TO VISIT
TPMCO



GREAT FIRST IMPRESSIONS START WITH

BUSINESS CARDS

Professional relationships often begin with a handshake and a business card. Our premium paper options and custom designs help you put your best foot forward wherever you go. Full-color printing on both the front and back is always included at no extra charge.

ORIGINAL

- 16 pt. cardstock
- UV-coated front
- Matte finish back

ROUNDED

- 16 pt. cardstock
- Matte finish on both sides

VELVET

- 16 pt. cardstock
- Silky smooth touch

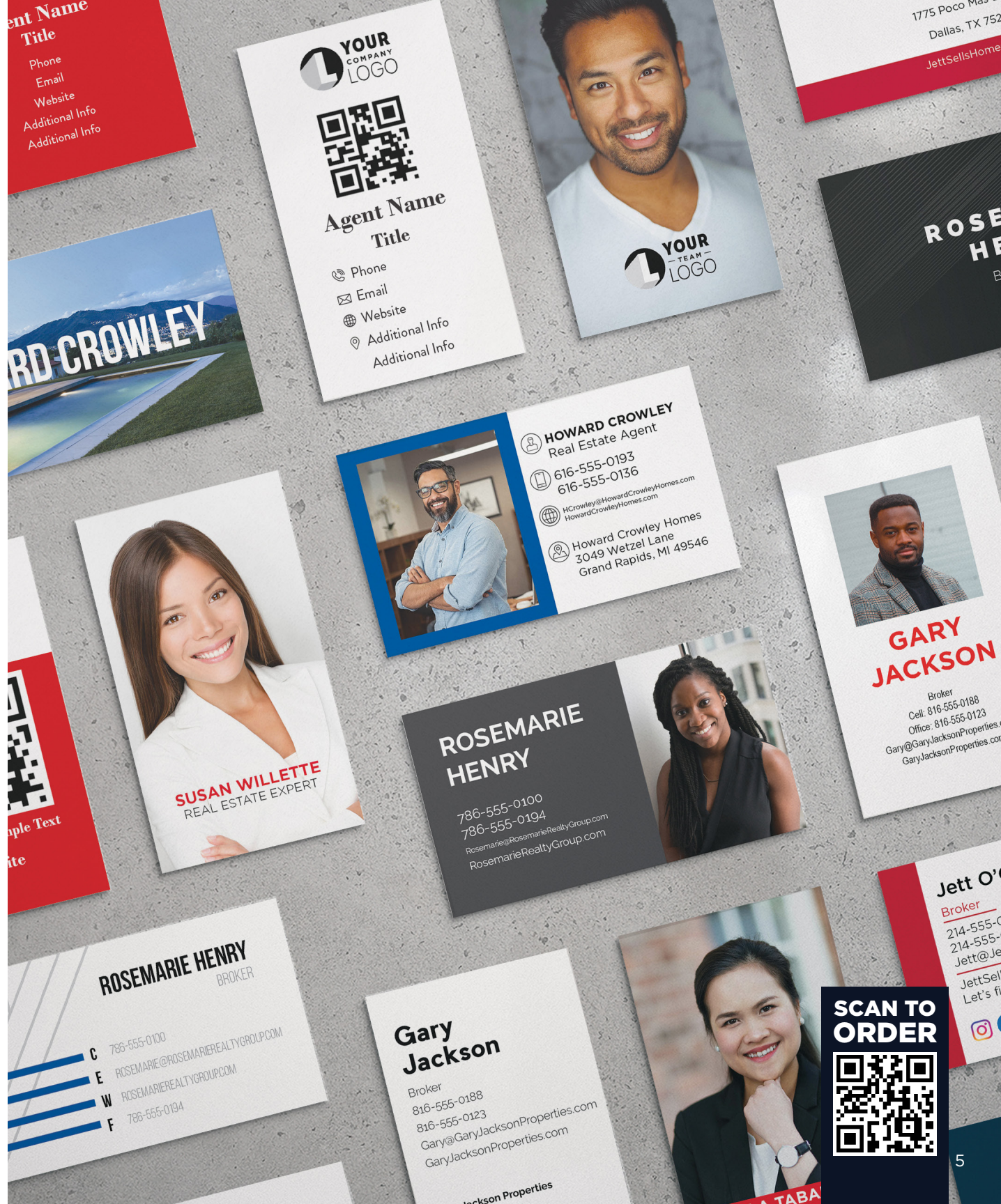
SIGNATURE

- 32 pt. cardstock
- Painted edge
(choose from several colors)
- Naturally textured

MANY MORE DESIGNS AVAILABLE ONLINE

Or upload your own at no additional charge.

See page 16 for pricing



GENERATE REFERRALS AND REPEAT BUSINESS WITH

AUTOMATED CLIENT FOLLOW-UP

You work hard to earn your clients' trust. Don't let that effort end with the closing by not keeping in touch. Our automated Client Follow-Up Programs can be integrated with your closing process to help you capture referrals and repeat business for years to follow.

STAY IN TOUCH WITH
21 HIGH-IMPACT MAILINGS OVER 5 YEARS



YES, THAT'S YOU

Each mailing includes your name, photo, logo, and contact information. Stay connected to your past clients for **5 full years**.

GET REFERRALS

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

WHEN YOU ENROLL YOUR CLIENTS IN OUR POPULAR **PROPOWER PROGRAM**, THEY'LL RECEIVE:

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.



SCAN TO
ORDER





STAY TOP-OF-MIND WITH

AUTOMATED REAL ESTATE NEWSLETTERS

The most successful marketing campaigns are about more than just a one-time pitch. Our personalized newsletters offer your audience consistent, engaging content they'll want to keep. When clients and prospects are ready to buy or sell, they'll know you're the one to call.

NO CONTRACTS. NO SET-UP FEES. PAY AS YOU GO.

\$93 FOR 100 MAILED

FLEXIBLE ORDERING SCHEDULE

Monthly, bimonthly and quarterly. Easily alternate newsletters at **no extra charge.**

SCAN TO
ORDER



CHOOSE FROM **5 NEWSLETTER THEMES**

HOMEOWNER'S UPDATE

Focus: Homeownership

- Interior Design Trends
- Home Maintenance Tips
- Lawn and Garden Care
- Crowd-Pleasing Recipes



LIVING WELL

Focus: Lifestyle

- Fitness and Nutrition
- Personal Growth
- Travel and Leisure
- Healthy Recipes

INSIGHTS ON REAL ESTATE

Focus: Real Estate

- Tips for Buying and Selling
- Home Improvement Projects
- National Real Estate News
- Market Stats and Analysis



SPOTLIGHT

Focus: Seasonal

- Holiday Content
- Family Activities
- Engaging Trivia
- Easy-To-Make Recipes

MONEY TALK

Focus: Business

- Personal Finance
- Career Tips
- Economic Trends and Insights
- Workplace Relationships



See page 16 for pricing

STAY IN TOUCH CONSISTENTLY WITH

AUTOMATED REAL ESTATE POSTCARDS

Be consistent and be remembered. Our automated postcard campaigns are ideal for farming a geographic area on a regular basis. Simply choose a theme, upload your mailing list (or let us provide one) and we'll handle the rest.

NO CONTRACTS. NO SET-UP FEES. PAY AS YOU GO.

A **fully automated campaign** takes minutes to set up and keeps you in front of your list **all year long.**



FLEXIBLE ORDERING

Convenient scheduling with monthly, bimonthly and quarterly options.

BUDGET FRIENDLY

Amazingly affordable with free mailing lists and a low minimum quantity of 25.

SCAN TO
ORDER



CHOOSE FROM **4 POSTCARD THEMES**



RECIPE

Fun and tasty! Share some culinary culture with your clients, and they will have you to thank for successful entertaining.

*Two sizes available:
6 x 4 and 9.5 x 6*



SEASONAL

Celebrate the holidays and seasonal changes with this postcard line. Each month is tailored to its particular time of the year.

*Two sizes available:
6 x 4 and 9.5 x 6*



ANIMAL SERIES

Grab clients' attention and make them smile with a cute critter and a lighthearted message about the real estate market.

*Two sizes available:
6 x 4 and 9.5 x 6*

See page 16 for pricing



MARKET IMPACT

Position yourself as the real estate expert with timely postcards that provide important information about housing market trends.

9.5 x 6 only

GET THE WORD OUT FAST WITH

REAL ESTATE POSTCARDS

Announce activity, share useful information, send seasonal greetings, or provide insight on market trends. Whatever you want to say, sending postcards puts your information directly into their hands. Get the word out fast — all postcards mail the next business day.

\$76 FOR 100 MAILED

PERSONALIZED AND EASY TO CUSTOMIZE

FREE MAILING LIST

HUNDREDS OF DESIGNS

14-PT. CARDSTOCK

UV-COATED ON BOTH SIDES

CATEGORIES INCLUDE:

- Just Listed
- Just Sold
- Open House
- Market Impact
- Recipe
- Seasonal
- Inspirational
- Animal
- Buyer/Seller
- All Occasions

MANY MORE DESIGNS AVAILABLE ONLINE

Or upload your own at no additional charge.

See page 16 for pricing





CONQUER DIGITAL MARKETING WITH

REAL ESTATE EMAIL MARKETING CAMPAIGNS

When sending email to your target audience, you need to do more than just pitch your real estate business. However, creating fresh campaigns month after month can be extremely time consuming. Our email marketing campaigns are an easy way to send engaging content to your sphere of influence. When your clients and prospects are ready to buy or sell, they'll know you're the one to call.

- Your name, contact information and photo are prominently displayed at the top of each enewsletter.
- Every issue features 4-5 professionally written articles.
- Enewsletters are sent to you monthly so you can forward them to everyone on your contact list.
- Topics focus on 5 different themes. (See page 9.)

\$99 ONE-YEAR SUBSCRIPTION

Billed Annually

NEVER MISS AN OPPORTUNITY TO CONNECT

MPOWER MEMBERSHIP

THE POWER TO GENERATE, TRACK AND MONITOR LEADS

MPower, a new annual membership service from TPMCO, provides a seamless, digital, lead-generation solution to complement all your TPMCO print products and services.

Exclusive advantages of MPower include your own branded:

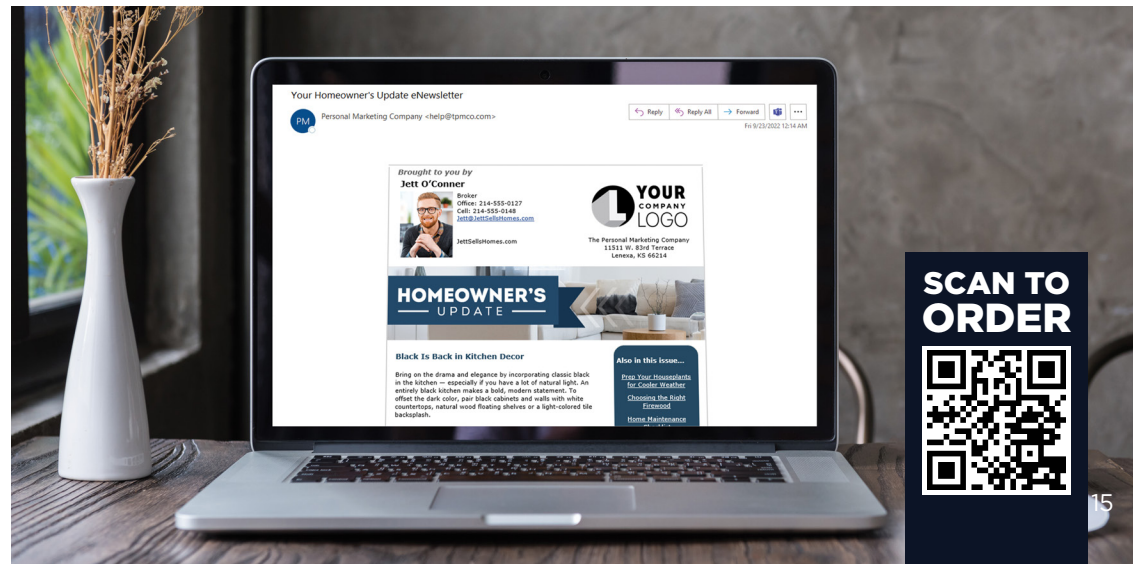
- Unique QR codes on all printed materials
- SMS text number
- Digital business card — ShareCard™

In today's digital world, these are necessary tools to connect and communicate consistently.

\$149 ONE-YEAR MEMBERSHIP

Billed Annually

LEARN
MORE



SCAN TO
ORDER



TAKE A LOOK AT OUR

PRICING GUIDE

BUSINESS CARDS

QTY	Original	Rounded	Velvet	Signature
250	\$20.78	\$20.78	\$40.78	\$77.78
500	\$25.78	\$25.78	\$45.78	\$103.78
1,000	\$35.78	\$35.78	\$57.78	\$153.78

Flat shipping fee is \$7. Expedited shipping available.

NEWSLETTERS

QTY	Mailed For You	Shipped To You
50-99	95¢	53¢
100-249	93¢	51¢
250-499	91¢	49¢
500-999	89¢	47¢
1,000+	88¢	46¢

POSTCARDS

QTY	6 x 4	9.5 x 6
25-49	80¢	90¢
50-99	78¢	88¢
100-249	76¢	86¢
250-499	74¢	84¢
500-999	72¢	82¢
1,000-1,999	71¢	81¢
2,000-2,999	70¢	80¢
3,000+	69¢	79¢

Postage: Price includes first-class postage on 6 x 4 postcards.
Price includes standard-class postage on 9.5 x 6 postcards.

THE PERSONAL MARKETING COMPANY

5-P PROMISE

BECAUSE IT'S ABOUT YOU. ALL DAY. EVERY DAY.



PEOPLE

You'll talk to a real person who can actually help.



PRODUCTS

You'll never be disappointed by the quality of your products.



PRICE

Affordable marketing will make you as happy as you make your clients.



PERFORMANCE

You'll always be satisfied with the level of service you receive.



PASSION

Your success is priority one, and you'll know it.



I love The Personal Marketing Company! I can set my clients up on a marketing plan and let TPMCO do their thing. Plus, they have great customer service. I highly recommend!

- *Chaliese Marinello*



I enjoy working with The Personal Marketing Company because they are SUPER easy to work with! They have great products and a vast knowledge of what type of marketing I need for my business! Highly recommend!

- *Kelly Lang*



SMART MARKETING BY THE SEASON



SPRING

The Ideal Time To Add New Life To Your Marketing

- Enroll clients in an Automated Newsletter Campaign — fresh content personalized with your information.
- Send postcards to announce Just Listed and Just Sold.
- Make social media posts with spring themes and prompts for clients to think about a summer move.
- Wish past clients a Happy Mother's Day or thank them for a referral.
- Don't forget a fun spring pop-by gift — something for the gardener or the outdoor chef.
- Phone calls are always in the air.

SUMMER

The Temperature Is Increasing and So Are Your Opportunities

- Host an outdoor community event where you can hand out coupons to local businesses.
- Start your Automated Client Follow-Up Program to thank clients for their business.
- Remember dad's on Father's Day, and recognize the significance of the Emancipation Proclamation on Juneteenth.
- Informational enewsletters are the perfect mobile quick read for busy summer schedules.
- Send a postcard with DIY tips for home improvement and landscaping projects.
- Call past clients and offer to treat them to an iced coffee at an outdoor cafe.

FALL

The Season of Change Calls for a Colorful Strategy

- Let potential and past clients know you're studying the market every day with Market Impact Postcards.
- Drop off gifts celebrating the first day of school, and don't forget Boo Bags for Halloween.
- This is a great time for quality email marketing. Keep it fresh with new content every month.
- Recipe Postcards featuring hearty dishes will be appreciated and remembered.
- Wish everyone in your sphere a Happy Thanksgiving with a newsletter filled with holiday content.
- Start planning for next year's marketing.

WINTER

The Time Is Right for Gifting

- Show your gratitude by sending a holiday fruit basket or candy assortment with a personal note.
- 'Tis' the season to give personalized desk calendars.
- Mail postcards with annual market valuation data to your farming area.
- Don't forget those who are also celebrating birthdays during this season.
- Hit social media hard with messages of joy and appreciation for your clients as well as your career.
- Setting your Automated Campaigns for next year will be a wonderful gift to give yourself.

Always remember to reach out monthly to those celebrating birthdays and home anniversaries.

REAL ESTATE MARKETING MADE EASY



PHONE: 800.458.8245

Speak to a live marketing expert.
M-F 8 a.m.-5 p.m. Central Time



EMAIL: help@tpmco.com

Send us a message, and we'll get
back to you as soon as possible.



LIVE CHAT: tpmco.com

M-F 8 a.m.-5 p.m. Central Time
No bots here.

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