



Things Every REALTOR® Must Know About Direct Mail

The Referral Marketing System

We Do the Work. You Get the Results.

When it comes to getting more referrals and clients, it pays to get the facts about direct mail.



1. It's Popular with all Generations

It's true! In fact, 92% of young adults say they prefer direct mail for making purchasing decisions. And a whopping 73% of all consumers favour direct mail over other advertising methods.



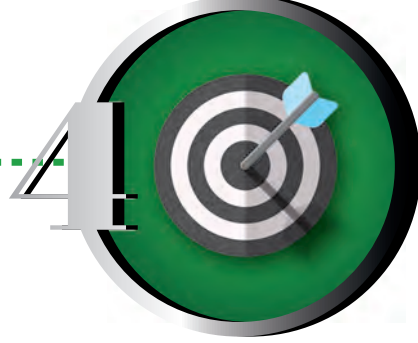
2. It Pays Off Big

Let's talk ROI. According to research, businesses that spend on average \$167 per person on direct mail earn \$2,095; an astounding 1,250% return. As a REALTOR®, that means you get more listings and transactions when you incorporate direct mail into your marketing mix.



3. People Trust it

The tangible nature of direct mail makes it more believable than most other forms of marketing. In fact, 56% of customers say they trust direct mail more. That means you make a high-trust, memorable impact every time you connect with prospects and clients in this way.



4. It reaches people you want to reach

Direct mail has the unique ability of reaching your prospects and clients, guaranteed. It makes it through the front door and, chances are, gets read by the homeowner. If your direct mail piece is strategically-designed and personalized, it also makes a big impact.



5. It makes a personal connection

Next to a phone call or personal visit, no other marketing tactic is as personal as direct mail — especially if the piece is highly personalized. People recognize the extra effort taken to create and send the piece, which is why 70% say direct mail is more personal than the internet. It's like a handshake!



6. It's read and enjoyed

Sure, bad direct mail gets tossed in the trash bin. But eye-catching, well-written and personalized direct mail is welcomed and read. Consider these facts:

- 98% of consumers bring in their mail the day it's delivered.
- 77% sort through their mail immediately.
- Consumers spend an average of 30 minutes reading their mail on any given occasion.
- 48% of people retain direct mail for future reference.
- Mail is often placed where it's seen by everyone in the household.



7. It builds your business

Strategically designed and sent to your best clients and prospects, direct mail:

- Builds your reputation and loyalty amongst your best contacts.
- Keeps you top-of-mind as their go-to REALTOR®.
- Generates more repeat business from past clients.
- Converts more prospects into new listings and sales.
- Grows your referral business, significantly.

Want to Get Direct Mail Working For You? Here's How...

Get The Complete Referral Marketing System



Direct mail is important, but it's not the whole solution. To maximize your referral and repeat business, you need a complete system: **The Referral Marketing System.**

- Direct Mail Marketing
- Email Marketing
- Social Media Marketing
- Contact Management: IXACT Contact®
- Mobile Friendly Agent Websites
- Marketing Idea Hotline

Easy to Use. Done for You!

The Referral Marketing System puts everything you need to maximize referrals and repeat business into one "Done-for-you" system. Learn more at www.MorrisMarketingGroup.com. Or call us today at 1-800-308-6134.

Try your one month free* trial today and you'll get:

- Up to 100 printed Direct Mail Newsletters.
- IXACT Contact, the best real estate CRM.
- A mobile-friendly agent website, professionally designed and written.
- Expertly crafted website content and blog posts.
- Ready-made social media posts.
- Access to the clients-only *Marketing Idea Hotline* for advice whenever you need it.
- A copy of the *The Repeat and Referral Marketing Book*.
- And much more.

Thousands of REALTORS® have used this system for years. So we know, statistically, you'll get an average of **10 to 15 new transactions each year** — for every 100 qualified contacts in your database.

Don't spend another year chasing leads and throwing money into a marketing black hole. Get started today with the system that **works**: *The Referral Marketing System.*

* Shipping and postage not included.



The Referral Marketing System

We Do the Work. You Get the Results.

MORRIS REAL ESTATE MARKETING GROUP
SPECIALISTS IN REFERRAL MARKETING | SPECIALISTS IN COMMUNITY MARKETING

137 Bentworth Ave., Toronto ON M6A 1P6 | TELEPHONE: 1-800-308-6134
WEBSITE: www.MorrisMarketingGroup.com | EMAIL: RealEstate@MorrisMarketingGroup.com

