



*We take the
Guesswork
out of
Real Estate
Marketing*




**STAY IN
TOUCH**
1.800.241.9991
www.StayInTouchSystem.com



**IN THIS ISSUE, YOU
WILL DISCOVER HOW:**

Jim and Pam Pitchford, veteran Realtors of Lansing, Michigan, made an **additional \$60,000** last year!
(See page 7)

A secret marketing weapon can get you more customers **faster, better, and with less effort**... without being detected by your competitors!
(See page 11)

Phil Ferraro, a Realtor for 24 years in Glen Ellyn, Illinois, made **\$5,000** from a **\$7.20** investment!
(See page 16)



For seven years in a row my sales have increased



tremendously. Reviewing sources, I can truly say that 75% of my business is a result of the **Stay In Touch Follow-Up System**® postcard mailings. I am so thankful I had the guts to commit. This remarkable marketing system has paid for itself thousands of times over!

Mark Kachigan, Realtor for 26 years
Pabst, Kinney & Associates
Long Beach, CA
(562) 987.3244



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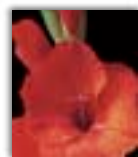
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Stay In Touch® is an
"endorsed" real estate
marketing supplier for:



Message From Our President



Gail Boswell
President, Stay In Touch, Inc.

Dear Colleague,

I've been a real estate professional since 1973. These days, the biggest challenge Realtors face is the same challenge I faced when I first started out as a Realtor: PROSPECTING!

It doesn't matter whether you specialize in commercial or residential sales, if you want to become successful in real estate, attracting qualified sellers and buyers is the oxygen that can breathe more life into your business.

I have owned the largest residential agency in Central Virginia. And the most valuable lesson I've learned over the years is that the three most important words to grow our client list are PROSPECTING! PROSPECTING! PROSPECTING! Often it's even more important than LOCATION! LOCATION! LOCATION!

How do I know? Simple. I have over 4,800 case studies to prove that our time-tested monthly series of colorful, eye-catching postcard designs have increased the profits of sales agents and brokers nationwide ... month after month ... year after year ... since 1986! That's what the **Stay In Touch Follow-Up System**® is all about.

In fact, the reason I developed the **Stay In Touch Follow-Up System**® was to help real estate professionals just like you to ...

Repeatedly Capture Qualified Sales Leads Faster, Better, And With Less Effort.

And once you decide to take advantage of this amazing prospecting tool, you'll discover how the **Stay In Touch Follow-Up System**® is your most reliable and economical resource to increase your sales and profits without spending an extra penny more on advertising, promotion or marketing costs.

So what are you waiting for? Give us a call. Drop us an email. Or send us a fax. I can't wait to show you how the **Stay In Touch Follow-Up System**® is hands-down the best prospecting technique you'll ever use to grow your business. I personally guarantee it.

All good wishes,

Gail Boswell, President
Stay In Touch, Inc.



371 Oak Dale Circle, Suite A • Lynchburg, VA 24502 • 800.241.9991 • Fax 877.237.3110 • www.StayInTouchSystem.com

Choosing to use the **Stay In Touch Follow-Up System**® has



been one of the best decisions I ever made! I have more than doubled my income over the past eight years due to the referrals this system has helped me generate.

Charlene McEachin, Realtor for 26 years
RE/MAX Advisors
New Baltimore, MI
(586) 949.4700

Edition 13 • Each postcard is 8 1/2 x 5 1/2 and UV Coated



Editions are developed annually and are offered in the form of a 12 month subscription. We remind you when it's time to renew so that you never lose the power of *staying in touch*.

April Postcard – "Hat on Grass"

OUR STANDARD PRE-PRINTED MESSAGE FOR THE AUGUST, EDITION 13, POSTCARD



*Personalized areas are shown in blue. Printing is standard in black or you may choose four-color for an additional charge.

Quickly And Easily Captures Brand New Customers For As Low As \$0.54* Per Month

*Price Includes Postage

"I have been using the **Stay In Touch Follow-Up System**® for the past eight years and would go no other way! The amount of referral business I have gained is astounding. I can honestly say that \$45,000.00 per year can be directly attributed to the **Stay In Touch**® postcards."



Susan McVicker, Realtor for 21 years
C/B Richard Smith R E
Austin, TX • (512) 343.7500

Edition 13 Postcards: Standard Pre-Printed Messages

JANUARY – "Snowman"

Don't let your dreams melt away. Let me introduce you to a world of real estate possibilities.

P.S. Happy New Year! And remember, I welcome your call anytime.

FEBRUARY – "Cookie Cutter Hearts"

Together we can shape a real estate transaction to meet your every need.

P.S. A heartfelt thanks for your continued referrals!

MARCH – "Dandelion"

Don't let your desire for a new home drift away. Call me for solid, down to earth service.

P.S. Remember, successful real estate transactions don't just happen.

MAY – "Poppy"

Commitment to professional service produces awesome results! Let my experience, dedication and knowledge be the seeds for a successful real estate transaction.

P. S. Hard work and integrity are key factors in the way I grow my business.

JUNE – "Green Bucket"

Enjoy your summer!

P.S. My willingness to work hard for you means you don't have to. Call me.

JULY – "Liberty at Sunset"

Cherish Liberty!

AUGUST – "Lemonade"

Me as your Realtor...a refreshing alternative!

P.S. I hope you have had a great summer. Call me anytime. I'm anxious to be of service.

SEPTEMBER – "Top"

Don't let your real estate transaction spin out of control! Buying or selling can be as simple as child's play when you hire me as your Realtor.

P.S. Referrals are always appreciated! Remember, each one will receive my special attention.

OCTOBER – "Pumpkin"

Let me light the way to a smooth transaction, whether buying or selling! Serving as your Realtor is a real treat.

P.S. Thank you for your referrals. And, if you have any question about real estate, call me!

NOVEMBER – "Acorn on Leaf"

As we gather with friends and family, remember the things for which we are thankful!

P.S. I thank you for the opportunity to be your Realtor!

DECEMBER – "Christmas Candle"

May the warmth of the season bring joy to you and yours!



January Postcard – "Snowman"



February Postcard – "Cookie Cutter Hearts"



March Postcard – "Dandelion"



May Postcard – "Poppy"



June Postcard – "Green Bucket"



July Postcard – "Liberty at Sunset"



August Postcard – "Lemonade"



September Postcard – "Top"



October Postcard – "Pumpkin"



November Postcard – "Acorn on Leaf"



December Postcard – "Christmas Candle"



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www.StayInTouchSystem.com

The Stay In Touch Follow-Up System®



works extremely well. It is a great system that is well thought out. I would recommend it to anybody in the real estate business that wants to build his or her business. If you don't use this system, you are missing out on a great marketing tool. I wish I had done it sooner!

Aaron Joseph,
Realtor for 13 years
RE/MAX Southeast, Inc.
Denver, CO
(303) 829.5055

Edition 12 • Each postcard is 8½ x 5½ and UV Coated



Each message speaks to the image on the card and to the month the image represents. It lets the receiver know what business you are in, how you can be of service to them, and that referrals are the heart of your business.

March Postcard – “Kites”

OUR STANDARD PRE-PRINTED MESSAGE FOR THE MARCH, EDITION 12, POSTCARD



*Personalized areas are shown in blue. Printing is standard in black or you may choose four-color for an additional charge.

Fastest, Easiest Way To Dramatically Increase Your Listings and Sales... Guaranteed!

“Pam and I have been in the real estate business for almost 15 years. Looking back on all of the business builders that we have tried, the **Stay In Touch Follow-Up System®** has brought us the greatest return for our investment. We are realizing an additional \$60,000.00 per year by using the **Stay In Touch Follow-Up System®!**”



Jim and Pam Pitchford, Realtors for 15 years
Briarwood Realty • Lansing, MI • (517) 323.1820

Edition 12 Postcards: Standard Pre-Printed Messages

JANUARY – “Clock”

The time is right for the perfect move. Why not consider purchasing a special home where new memories will be made?

P.S. Remember, your referrals are always welcome. I'm resolved to provide exceptional service!

FEBRUARY – “Hearts”

Call me personally and I will give you the attention you deserve! My commitment is to handle every detail with care.

P.S. Thank you in advance for recommending me when you know of someone thinking of buying or selling.

APRIL – “Butterfly”

New beginnings are always exciting! A call to me will be a smart move. I continuously strive to improve my skills and knowledge to better serve you.

P.S. I am never idle but always anxious to assist you. Don't make a move without me.

MAY – “Iris”

Commitment to professional service produces awesome results! Let my experience, dedication and knowledge be the seeds for a successful real estate transaction.

P.S. Hard work and integrity are key factors in the way I grow my business.

JUNE – “Seashell”

Listen to the sounds of the season! Enjoy your summer!

P.S. Relax and leave your real estate concerns in good hands. Thanks for the confidence expressed when you call me.

JULY – “Flag”

Proud to be an American! Celebrate freedom!

AUGUST – “Umbrella”

Let the sunshine in! Brighten your day by calling me when you have a real estate need. I'll give you the confidence to relax while I cover the details like no other Realtor!

P.S. Dedication to my business does not waiver. I welcome your call with any need or question you have about real estate.

SEPTEMBER – “Paints”

Paint your world with good choices. Let my knowledge of the market and commitment to good service be your guide. You'll find it to be your stroke of good luck!

P.S. Thank you for your referrals in the past and in the future. I'm proud to be your Realtor!

OCTOBER – “Candied Apples”

No TRICKS! Just a real TREAT when you call me for your real estate needs. Stick with a proven professional!

P.S. When you refer your friends and family to me, good service is my top priority.

NOVEMBER – “Pumpkins”

As the seasons change, so may your real estate needs be changing. My attention to detail, my honesty and my integrity are genuine. Give me a call!

P.S. Especially at this time of year I am reminded of what makes my business grow...your referrals! And, I thank you!

DECEMBER – “Holly”

...wishing you, and yours, all the joys of the Season!



January Postcard – “Clock”



February Postcard – “Hearts”



April Postcard – “Butterfly”



May Postcard – “Iris”



June Postcard – “Seashell”



July Postcard – “Flag”



August Postcard – “Umbrella”



September Postcard – “Paints”



October Postcard – “Candied Apples”



November Postcard – “Pumpkins”



December Postcard – “Holly”



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What the
Stay In
Touch



Follow-Up System® does is gives me a very convenient and economical tool to stay in touch with my past customers, clients and farm areas. My continued business growth, in large part, is directly a result of using the **Stay In Touch**® postcards...now for over five years.

Dan Rattke, Realtor for 13 years
Cowne, Odend'hal Plaster
Manassas, VA
(703) 369.5777

Edition 11 • Each postcard is 8½ x 5½ and UV Coated



Each Edition is created with thought and care, impacting the recipient by eliciting emotion. This guarantees the card will be turned over and read... not thrown away.

June Postcard – "Beach Ball"

OUR STANDARD PRE-PRINTED MESSAGE FOR THE JUNE, EDITION 11, POSTCARD



*Personalized areas are shown in blue. Printing is standard in black or you may choose four-color for an additional charge.

Win The Hearts Of New Customers... Even If You're On A Shoestring Budget

“My clients let me know that they have received the **Stay In Touch Follow-Up System**® postcards. This tells me the cards are not being thrown away, but seen. A foundation is being established with my list, and it is very cost effective, especially considering the quality and having **Stay In Touch**® handle my complete mailings!”



Gwen Davis, Realtor for 9 years
Randolph Properties • Katonah, NY • (914) 232.9009

Edition 11 Postcards: Standard Pre-Printed Messages

JANUARY – "Hats & Horn"

If buying or selling is a goal for the New Year, resolve to get terrific results by calling me. I pledge my complete dedication to providing "first class" service. You're sure to celebrate your decision.

P.S. Honesty and integrity are the key factors in the way I do business! Thanks for your referrals.

FEBRUARY – "Rose & Heart"

The heart of my real estate business is commitment to personalized service! You, or anyone you refer to me, will receive my special attention.

P.S. Remember, call me for a no obligation market analysis of your home.

MARCH – "Nest of Eggs"

Spring is a great time to consider a new address! By putting my knowledge and expertise to work, together, we will find the house that will become a perfect home.

P.S. I want to be the only Realtor you ever need! Call me anytime.

APRIL – "Wagon"

Don't spin your wheels! Hitch your wagon to a star! When it comes to any real estate transaction, call me and enjoy the smooth ride of a well-executed transaction.

P.S. I look forward to your referrals! My commitment is always to give exceptional service. Call me!

MAY – "Camellia"

Like a well-tended garden, I will manage your real estate transaction with the greatest of care. Call me. Together we will produce tremendous results!

P.S. Just a reminder: your referrals are always welcome!

JULY – "Torch"

Celebrate Freedom

AUGUST – "Chair on Beach"

Take time to pause and relax! Leave your real estate worries to me and enjoy the lazy days of summer. I will be working hard for you through any transaction, whether buying or selling.

P.S. Thank you for your referrals!

SEPTEMBER – "School Bus"

Learning is a continuous process and a freedom we cherish. I continuously learn, and improve, so I can provide you and those you refer to me the best service available.

P.S. Anyone you refer to me will benefit from my knowledge... and, commitment.

OCTOBER – "Jack O'Lantern"

Afraid of entering into a real estate transaction? Don't fear! I will put a smile on your face. Select me as your Realtor: I guarantee no tricks so that making the move will be a delightful treat.

P.S. Your referrals are always welcome! Thank you!

NOVEMBER – "Leaf on Rake"

Signs of the season are all around. Clear the way to a successful real estate transaction by choosing me to handle all your real estate needs. I will work hard to perform above your expectation.

P.S. I am always thankful for your confidence and for your referrals.

DECEMBER – "Wreath"

Wishing you, your family and friends a Beautiful Holiday Season and a New Year of Peace and Happiness!



January Postcard – "Hats & Horn"



February Postcard – "Rose & Heart"



March Postcard – "Nest of Eggs"



April Postcard – "Wagon"



May Postcard – "Camellia"



July Postcard – "Torch"



August Postcard – "Chair on Beach"



September Postcard – "School Bus"



October Postcard – "Jack O'Lantern"



November Postcard – "Leaf on Rake"



December Postcard – "Wreath"



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The Stay In Touch Follow-Up System®



postcards not only keep me in the minds of my customers, but also help keep my business growing. Last year, from the monthly mail program alone, I made approximately \$18,000.00. What a fabulous return on my investment!

Diane Neuenschwander,
Realtor for 25 years
Diane Harper Realtors
San Antonio, TX
(210) 872.7964

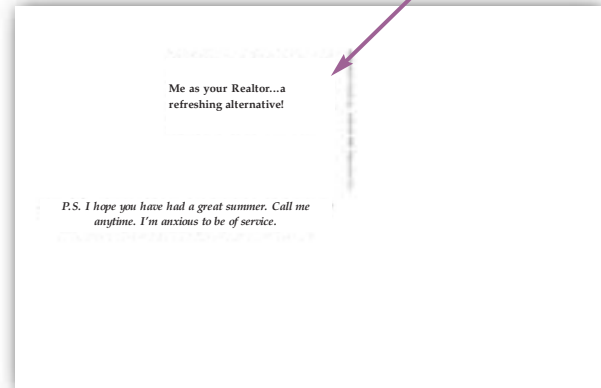
3 GREAT WAYS TO PURCHASE

Option 1 Postcards Only



August Postcard (Ed. 13)

With our standard message on back
(Also available blank or with team message)



STANDARD PRE-PRINTED MESSAGE

YOUR CARDS SHIP IN THIS COLORFUL BOX

Option 2 Postcards Personalized



October Postcard (Ed. 12)

Printed with our standard message and includes your photo, logo, signature and contact information



STANDARD PRE-PRINTED MESSAGE WITH PERSONALIZATION

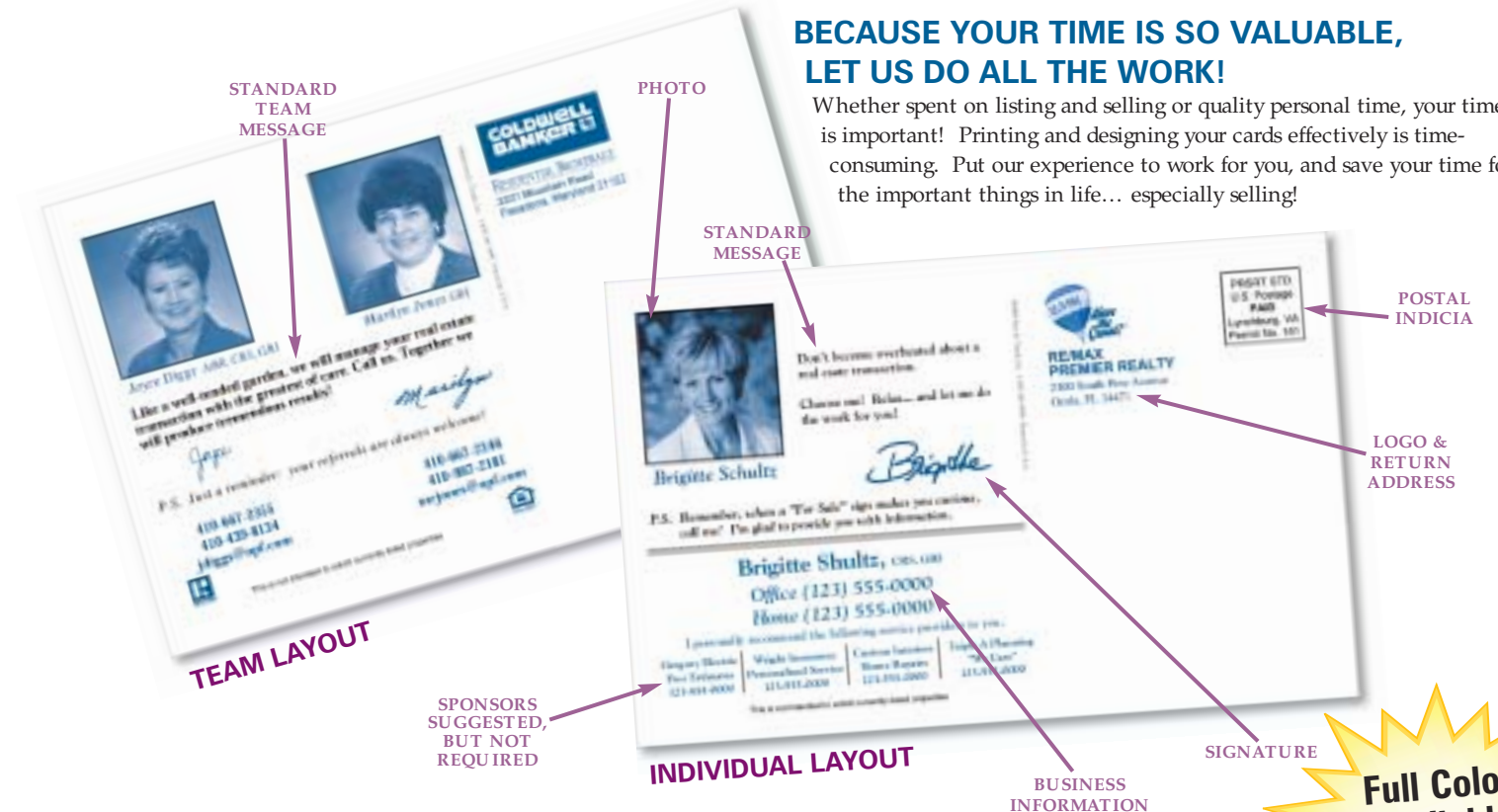
*Personalized areas are shown in blue. Printing is standard in black or you may choose four-color for an additional charge.

The easiest and most cost-effective way to personalize your cards is to let us do it for you! We can take care of the entire process... design and printing. We do it for hundreds of our current users... and, we will provide references. Just ask!

Get More Customers Faster, Better, And With Less Effort... Guaranteed!

BECAUSE YOUR TIME IS SO VALUABLE, LET US DO ALL THE WORK!

Whether spent on listing and selling or quality personal time, your time is important! Printing and designing your cards effectively is time-consuming. Put our experience to work for you, and save your time for the important things in life... especially selling!



TEAM LAYOUT

SPONSORS SUGGESTED, BUT NOT REQUIRED

INDIVIDUAL LAYOUT

BUSINESS INFORMATION

SIGNATURE

POSTAL INDICIA

LOGO & RETURN ADDRESS

Full Color Available
(for additional cost)

Option 3 System PLUS



April Postcard (Ed. 12)

Your postcards with our standard message, personalized with all your information and mailed for you!



STANDARD PRE-PRINTED MESSAGE WITH PERSONALIZATION

Your System PLUS Price Includes:

- 1 Faxed Proof or PDF
- 2 Postage (1st Class and/or Pre-Sort, Automated)
- 3 Database Management
- 4 Certification/Duplicates Removed
- 5 Set-Up
- 6 Inkjet Addressing
- 7 Sorting, Bundling, Raying & Strapping
- 8 Storage & Maintenance
- 9 Delivery to Post Office (On Schedule)
- 10 One Copy of Mailing List, Upon Request



1.800.241.9991
www.StayInTouchSystem.com

The easiest way to Stay In Touch! We do the sorting and posting. We deliver to the post office, too, leaving you to concentrate on what you do best! Your cards go "in the mail" on time, every time. WE GUARANTEE IT!

“The most successful single transaction I’ve had was from a walk-in buyer on an Open House. I put him on my mailing list, and a year and two months later as a result of the *Stay In Touch*® postcards, I sold him a house that resulted in a broker fee of \$18,000.00. In that same year, I could directly connect close to \$40,000.00 in additional income from the *Stay In Touch Follow-Up System*® cards. I’ve used them for over seven years.”



Bruce Hodgin, Realtor for 31+ years
 Realty World Chip & Assoc.
 Campbell, CA
 (408) 370.9444

Create Your Own Edition

Each postcard is 8 1/2 x 5 1/2



*Receive one month FREE when you choose 12 different cards

Wasn't Your Best Client Once A Stranger?

The *Stay In Touch Follow-Up System*® is proven to turn more strangers into lifelong clients!



Winter

Spring

Summer

Fall

STAY IN TOUCH
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 www.StayInTouchSystem.com

*See Pages 18-19 for Suggested Messages. 13

I have used the Stay In

Touch Follow-Up System®

since I was first introduced to it in 1995. Many of my clients regularly phone me to thank me for staying in touch with them in such a lovely way. Annually I can attribute more than 60% of my business to the Stay In Touch Follow-Up System®. I will continue to order your cards as long as I'm selling real estate!

Donna Finlayson, Realtor for 15 years
Royal LePage Signature Realty
Toronto, Ontario, Canada
(416) 445.4100



Celebrations and Occasions

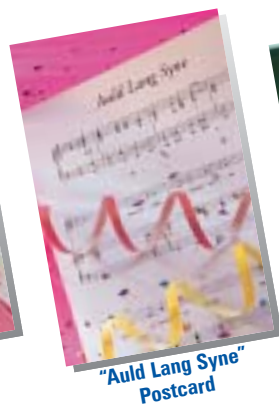
Each postcard is 8 1/2 x 5 1/2



"Birthday Cake" Postcard



"Party Balloons" Postcard



"Auld Lang Syne" Postcard



"Presents" Postcard



"Torch" Postcard



"Flag" Postcard



"Liberty Bell" Postcard



"Peace Lily" Postcard



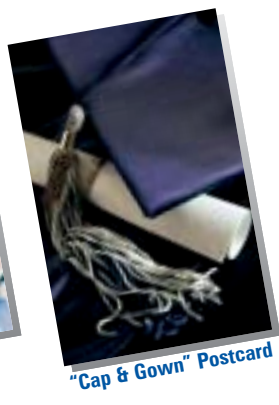
"Horn & Stars" Postcard



"Gold Presents" Postcard



"Christmas Balls" Postcard



"Cap & Gown" Postcard



"Jewish Holiday" Postcard



"Canadian Maple" Postcard

Additional way to stay in touch with your clients and sphere of influence... Celebrate their special occasions with them!

These cards can be used in conjunction with the Create Your Own Edition as one of the 12 or in addition to an edition.

At last! A hassle-free, hands-free way to increase your listings and sales... exponentially.

Don't let valuable listings go to someone else! Start turning potential into profit... today!

"JUST LISTED" & "JUST SOLD"

Enroll Now!

Now there's a quick, easy and memorable way to let people know that you get the job done. And at only \$0.58 per card including postage, our "Just Listed" and "Just Sold" program lets you get the word out...that you are active, not sitting around waiting for their call. And all at a cost you can afford!

For more information, call **1.800.241.9991**



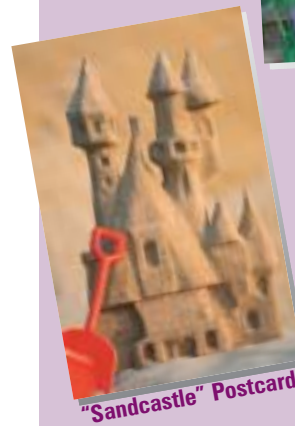
"Elaborate Sandcastle" Postcard



"Painted Birdhouse" Postcard



"Orange Birdhouse" Postcard



"Sandcastle" Postcard



"Gingerbread House" Postcard



"Birdhouse" Postcard



"Tall Sandcastle" Postcard

Match Any Card with Any Template!

Four real estate postcard templates are shown, each with a different layout for text and photos. Each template includes a box for the Agency Logo and a box for the Agent's Name, Phone, and Email. The templates are:

- Template #1:** "NEW to the Market!" with fields for House Address, House Photo, Agent Photo, and Agent Signature.
- Template #2:** "I've Just Listed a Home 'For Sale' in Your Area!" with fields for House Photo, Agent Photo, House Address, and Agent Signature.
- Template #3:** "I participated in the sale of the home located at [House Address]" with fields for House Photo, Agent Photo, House Address, and Agent Signature.
- Template #4:** "I've Just Sold Another Home in Your Neighborhood!" with fields for House Photo, Agent Photo, House Address, and Agent Signature.

STAY IN TOUCH

1.800.241.9991

www.StayInTouchSystem.com

*I've been in business since 1988 and began using the system soon thereafter. Early on I learned the value of the **Stay In Touch Follow-up System**® when a \$7.20 investment made me \$5,000.00 in just 11 days. Today, I am proud to say, I have done four more transactions with that family because of hard work and consistent follow up with the **Stay In Touch**® postcards... even on my days off!*



Phil Ferraro, Realtor for 24 years
C-21 All Professionals
Glen Ellyn, IL
(630) 674.8588

Accessories by Stay In Touch®

What better way to build solid relationships than to give your customers and prospects a personalized gift that will make them remember *you*. Choose any or all of the three distinctive gifts on these pages. All three are great closing gifts, thank you gifts, or new business announcements... for practically any occasion!

Return Address Labels



36 labels per sheet. 6 sheets per set.
Each sheet is 8 1/2 x 11.

You never get a second chance to leave a first impression!

Imagine... as you hand them the keys to their new house, you can also give them new Return Address Labels. A useful "Thank You for your Business" gift. Your clients will be impressed that you cared enough to remember. Coordinated with your monthly card campaign, your investment dollar is further maximized. Available in Editions 13, 12 and 11.

Be remembered every day of the year!

Calendars

Focus attention on you and your business all year long!

These calendars are a one time investment that will maximize your advertising dollars. Personalize them with your name, your company name, and even your picture, if you wish. The imprint area on the "Torch" calendar is business card size, and on the "Iris" calendar, the imprint area is over a screened-back bottom panel.

You can mail them yourself, or if you prefer, just send your mailing list to us, and **Stay In Touch**® will mail your calendars for you (additional charge for postage).

Z-Fold Calendars
8 1/2" x 16 1/2" open
Includes envelope



"Torch" Calendar

"Iris" Calendar

*Calendars are available for delivery each year by December 1st of that year.

NOTE: Calendar order must be received by November 15, 2003

Designer Bookmarks – A CLEVER WAY TO LEAVE YOUR MARK!

Think of all the places to leave your personal touch... and be remembered time after time!

Libraries, sitting areas, restaurants... anywhere! Better than a business card – you are not easily forgotten! Measuring 1 1/2" x 5 1/2", choose either set and either layout. UV coated.



Layout A



Layout B



Series One

Series Two



1.800.241.9991

www.StayInTouchSystem.com

Monthly contacts are by far



the most important element of my personal marketing campaigns. The **Stay In Touch Follow-up System**® by my estimates has provided me an additional \$301,000 of net commissions over the past 9 years. This prospect generating system is one-of-a-kind... I'll never switch!

Ken Caserta, Realtor for 30 years
GRI
Stratford, CT
(203) 377.8696

Cards to Help Grow Your Prospect Base

Each postcard is 8 1/2 x 5 1/2

DON'T GET LOST IN THE JUNK MAIL!

Send a specific message that catches attention. When they call, be sure their name is added to your database.



"Jacks" Postcard
"Get in the game!"



"No. 1 Medal" Postcard
"You're No. 1 with me!"

Time Change Reminders



"Autumn Sundial" Postcard

"Don't forget to set your clocks back..."



"Spring Sundial" Postcard

"Don't forget to set your clocks forward..."



"Clock" Postcard

"Don't forget to set your clocks..."

A PERFECT GIFT!

A unique and personal way to say "Thank you" to your customers... at closing, Christmas, on an anniversary... anytime!

New Item

Personalized Note Cards -

with your Buyer's new home sketched on front

Give this impressive "Thank You" at the time of closing. You'll not only be remembered when notes are sent to friends displaying a sketch of their new home, but those receiving the notes are sure to mention your name!

What better way to be talked about?



YOUR NAME ON BACK



4.5" x 5.5" with matching envelope

OWNER'S NAME

JUST SEND A PHOTO



"Pink Flower" Postcard



"Daisy with Dew" Postcard

5.5" x 8.5" Postcards



Note Cards come in gift box. Includes 12 note cards and 12 envelopes.

Suggested Messages for the Create Your Own Postcard Series Cards (Pages 12-14)

WINTER

DOVE: I wish you a holiday filled with peace and happiness.

SKATES: Whether buying or selling, my commitment to the process will ensure a smooth transaction. I'm anxious to get started.

CHERRIES: George Washington told the truth about the cherry tree...so the legend goes. Honesty and integrity are important; they are the two hallmarks of the way I do business. PS: Thank you for trusting me with your real estate needs. I will always respect your expression of confidence in me.

HOCKEY PUCK: ...If you want a Realtor that makes things happen and is not just on the sidelines...CALL ME!

SNOWFLAKE: The beauty of nature is often complex. So, too, is buying or selling a home. I can help simplify the process and make it an experience to look back on with good memories. PS: No two Realtors are alike. Call me. I will give you customized service to suit your specific requirements.

PINE BRANCH: Reflection on the year past brings appreciation of the REAL things life affords. Anticipation of the year ahead brings joy. The joy of home ownership brings warmth. If a change of address is a New Year's resolution, call me! PS: Your friends and family will always receive exceptional service when you refer them to me.

NUTCRACKER: ...to the magic of the Season! Happy Holidays!

SPRING

SPADE: My knowledge of the market and dedication to professional service are the seeds for producing a successful transaction...whether buying or selling. PS: For the good, old fashioned, down-to-earth way of doing business, call me. Referrals are always appreciated.

ORCHID: Tremendous outcomes are the result of preparation and

dedication. Together let us produce the results you are looking for in your real estate transaction. PS: Call me when you or anyone you know is thinking of buying or selling. Referrals are the life of my business.

BASEBALL AND GLOVE: Let me share my game plan with you. I cover all the bases. Call me to be on your team. You will be glad you did!

ROSE: When you or anyone you know is buying or selling a home, you deserve special treatment. Please call me whenever I can help. PS: When you want to know what your home is worth, call me to receive a no obligation market evaluation.

DAFFODIL: Take time to enjoy the beauty of the season. Let me handle all the real estate details and provide you and your friends with the utmost in professional service. PS: I want to be the only Realtor you will ever need!

ORANGE SLICES: Any way you slice it, calling me means excellent service. Call me with all your real estate needs.

TENNIS BALLS: Guaranteeing a carefree real estate transaction is in your court. Calling me assures success!

FOUR LEAF CLOVER: Luck sometimes sells real estate...but that's the exception! Choose me as your Realtor and together we will make our own luck. PS: The "Pot O' Gold" could be in your own new front yard. Thank you for your referrals.

BUTTERFLY ON FLOWER: This time of year beauty surrounds us and everything seems new! When you, or anyone you know, are thinking of buying a new home, please remember to call me. PS: Your referrals are always appreciated!

SUMMER

HAT ON CHAIR: Don't become overheated about a real estate

transaction. Choose me! Relax, and let me do the work for you! PS: Remember, when a "For Sale" sign makes you curious, call me! I'm glad to provide you with information.

ICE CREAM CONE: I hope you have taken the time to enjoy your summer! If you would like to know what a buyer will pay for your home in today's market, just call me. I'll be glad to give you the SCOOP! PS: Thanks in advance for your referrals.

HAT ON TOWEL: When it comes to buying or selling, if you know you have made the right decision, relaxing is easy! Call me!

BUCKETS: Here's hoping you have buckets of fun this summer! PS: I look forward to your referrals. Thank you.

FIREWORKS: The American dream of home ownership is alive and well. Just call me whenever you or someone you know is looking to buy or sell a home. PS: Thanks for the privilege of serving you!

STRAWBERRIES: May your spring be filled with pleasant moments. dream, let me help you in your pursuit of happiness. Whether a first time buyer or a current owner, I want to be your Realtor! PS: A vote to select me as your Realtor doesn't take an Act of Congress!

CONSTITUTION: If home ownership is part of your American dream, let me help you in your pursuit of happiness. Whether a first time buyer or a current owner, I want to be your Realtor! PS: A vote to select me as your Realtor doesn't take an Act of Congress!

GOLF BALL: The RIGHT direction to a successful real estate transaction is in the initial stance. Selecting the right professional guarantees a hole-in-one!

UMBRELLA ON BEACH: The real estate market is HOT! Hire me as your Realtor and you are guaranteed lots of time to RELAX! PS: Remember, your referrals are the heart of my business. Thank you!

FALL

BLOCKS: Buying or selling a home can be as easy as ABC. Accountable and Capable...qualities you get when you choose me as your Realtor! PS: That's Bankable!

CANDY CORN: "SOLD" is the sweetest word in Real Estate! Call me when you are looking to buy or sell, and you'll savor the experience. PS: Please call me when you or anyone you know is looking for a Realtor. My service will be exemplary.

GEESE FLYING SOUTH: Thinking of making a move? Call me!

FROST ON LEAF: This is the time of year when we feel new in spirit. It is also the time of year that you may consider buying a new home. When you do, please remember to give me a call. PS: Thanks for the privilege of serving you!

WREATH ON DOOR: It's a good feeling to know that you've made the right decision. Thank you for giving me your confidence! PS: May the Season bring warmth and joy to you and yours.

LEAVES ON WATER: The serenity of the season brings reflection on the things for which we are thankful. I am truly thankful for your support and confidence in our business transactions, past and future. PS: Just a reminder: I always have time to discuss any real estate question you may have. Thanks for your referrals.

PUMPKIN FACE: It's not scary to enter into a real estate transaction when you choose the right Realtor. Let me be your choice!

MAPLE LEAF: Please let me know when I can help you or your friends with your real estate needs. My business depends on referrals.

LEAF ON FROST: My commitment to you is to listen and respond with prompt, personal and professional service.

SPECIAL USE CARDS (Celebrations & Occasions)

CAP AND GOWN: Congratulations on your success! Take real pride in all you have accomplished! And good luck in the future. You have achieved much! Congratulations!

BIRTHDAY CAKE: Happy Birthday! And...to many more!

AULD LANG SYNE: ...for all the good times! I wish you a Happy New Year!

CANADIAN MAPLE LEAF: This is the month we celebrate Canada Day. I want to remind you that you have the freedom to call me anytime for anything to do with real estate. I want to be the only Realtor you will ever need! PS: I look forward to your referrals. Thank you.

PRESENTS: To a Special Occasion! Celebrate!

TORCH: Celebrate Freedom!

FLAG: United we stand!

LIBERTY BELL: Financial freedom, family pride and personal satisfaction are a few of the many benefits of home ownership. Feel free to call me anytime, whether you are looking to buy or sell a home. PS: Thank you for your referrals.

Alternative Message: Let Freedom ring!

PEACE LILY: (Blank)

HORN & STARS: (Blank)

GOLD PRESENTS: (Blank)

CHRISTMAS BALLS: (Blank)

PARTY BALLOONS: (Blank)

JEWISH HOLIDAYS: (Blank)



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I just got another listing, all because **Stay In Touch**® sends my marketing communications on a regular basis, even while I sleep! I really do nothing. Sellers tell me that the postcards remind them to call me. One listing alone is worth the monthly investment. But I know I'll get other listings.



Brian Bailey, Realtor for 24 years
RE/MAX
Goleta, CA
(805) 690.2530

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It works better. It costs less.
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Six More Reasons Why users Give The **Stay In Touch Follow-Up System**® Two Thumbs Up!



“Like most people starting out in my business, I was skeptical when I first heard the promises made by folks at **Stay In Touch**®. I'm happy to report that my initial mailing was to only 150 people, but that list has now grown to over 1,400 people strong. In my opinion, the **Stay In Touch Follow-up System**® is hands-down the most reliable referral generating system I've ever seen!”

Tony Hall

Realtor for 18 years • Tony Hall & Associates • Chapel Hill, NC • (919) 933.8500

1

2

“Monthly contacts are by far the most important element of my personal marketing campaigns. The **Stay In Touch Follow-up System**® by my estimates has provided me an additional \$301,000 of net commissions over the past 9 years. This prospect generating system is one-of-a-kind... I'll never switch!”

Ken Caserta

Realtor for 30 years • GRI • Stratford, CT • (203) 377.8696

3



“Using the **Stay In Touch Follow-up System**® has done wonders for my business, helping me as much as triple the number of referrals I would ordinarily have received on my own with a 40% boost in my income since I committed to the mailings. That's why I plan to remain a loyal customer of **Stay In Touch**®.”

Leslie Ballinger

Realtor for 24 years • RE/MAX Realty Group • Rehoboth Beach, DE • (302) 226.4700

4

“I just received a \$265,000.00 listing from a three-year-old customer simply by sending out postcards with the **Stay In Touch Follow-up System**®. If that is not proof the cards work, then I don't know what is!”

Roy Weiner

Realtor for 10 years • Realty Executives of Nevada • Las Vegas, NV • (702) 873.4500

5



“I love to tell everyone: 80% of my business/income comes from sending the **Stay In Touch**® postcards. Sounds unreal, but it's the truth! The **Stay In Touch Follow-up System**® is a fantastic product that does what it's intended to do... and it is so easy!”

Debbie Zopp

Realtor for 25 years • RE/MAX Realty Resources • Greater Orlando, FL • (407) 333.1973

6

“I have used the **Stay In Touch Follow-Up System**® for the last two years. At least 50% of the referrals I receive are owed to these beautiful postcards and the consistent mailing of them. I recommend these cards to any serious Realtor who wants to effortlessly build his or her business quickly.”

Pearline Murdaugh

Realtor for 8 years • RE/MAX First • Hyattsville, MD • (301) 559.2165



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7 DEADLY SINS OF REAL ESTATE MARKETING

1

You don't have a system to consistently stay in touch with qualified buyers and sellers!

A lack of follow up is 68% of the reason why Realtors lose business. It's not enough to follow up haphazardly. Effective follow up – profitable follow up – must be consistent... month after month, year after year. It's the only proven way to turn strangers into friends, and friends into clients.

The *Stay In Touch Follow-Up System*® does all the follow up for you... even while you sleep... for as little as \$0.56 per month! (See Page 5)

2

You don't think you can compile a mailing list!

It doesn't matter if you've been a Realtor for two months or 20 years, everyone has a sphere-of-influence they can consistently mail to each month. This should total approximately 250 people. Right now, sit down and make a list of all the attorneys, teachers, mortgage brokers, insurance agents, bankers, dentists, former co-workers, doctors, neighbors, chiropractors, hair stylists, friends and family you can think of.

Include Realtors in this list. They are a great source of referral business! (See Page 23)

3

You don't use postcard marketing in your prospecting efforts!

Knocking on doors takes too much time and is as much fun as the tortures of cold calling. The problem with traditional direct mail is that you can't rely on the envelope getting opened. And although email is free, a single push of the DELETE key makes your message disappear forever!

Postcards are the fastest, easiest, most economical way to dramatically increase your sales commission without spending an extra penny more on advertising or promotion. They arrive "naked" in full color, never concealing your important message with envelopes. (See Page 7)

4

You do all the copywriting, design work and general marketing to get qualified prospects to call you!

It's not your fault. Suddenly, your clients are in the midst of the greatest advertising "attention crisis" in U.S. economic history. We all live in an over-marketed, over-communicated society that makes it physically impossible to pay attention to the 3,500 ad messages we're exposed to each day. That's 24,500 ads a week, or 1.27 million a year. It's enough to make your head spin!

That's why it makes sense to leave the marketing to professionals who learn from the mistakes of others. The *Stay In Touch Follow-Up System*® has been around since 1986 with over 9,000 clients on the books and growing daily. We've learned from our mistakes so you don't have to. We know how to capture attention, and we do it consistently each month for all of our clients. (See Page 11)

5

You communicate with words, not pictures!

In 1970, Scientific American magazine published the results of a fascinating experiment. Dozens of people were shown 2,560 photographs, presenting one image every 10 seconds. It took 7 hours from start to finish and the average accuracy of recall hours later was 87%. That's why it makes sense to communicate with postcards that appear similar ... they elicit memory!

Email doesn't cut it. Direct mail is usually black and white and just as boring and is usually trashed before ever being read. *Stay In Touch*® postcards are the surest and simplest way to ensure that your message captures the "mind share" of your most qualified prospects. (See Page 18)

6

You spend too much on advertising and marketing!

Statistics show the typical face-to-face visit costs upwards of \$302. Cold calls can cost over \$5 in time and tolls. Direct mail costs over \$1 when you add the cost of postage, the envelope, the cover letter and brochure. And the cost of newspaper advertising is skyrocketing.

The *Stay In Touch Follow-Up System*® uses postcard marketing because it's reasonably priced, it comes in full color, it's personalized, and it can cost as little as \$0.56 per month! (See Page 9)

7

You stop prospecting when your business is booming!

Something terrible happens when you stop prospecting – **nothing!** As a Realtor, the marketing you do today will pay-off three or more months from now. That's why it pays to continue your prospecting campaigns month after month, in good times and in bad.

Since the *Stay In Touch Follow-Up System*® uses postcard marketing exclusively, it can be your marketing first-aid kit to survive – and thrive – during any economic downswing or recession. No matter what condition the economy is in, the *Stay In Touch Follow-Up System*® is a time-proven marketing tool to bring a flood of qualified clients almost overnight! (See Page 10)



Introduce us to a friend... and see how rewarding referrals can be! 1.800.241.9991