

|| CASE STUDY ||

BETH FRANKLIN
REAL ESTATE BROKER
AND OFFICE OWNER



"I am continually **IMPRESSED** by **MAIL PRINT'S** dedication to helping me be more **SUCCESSFUL** while spending less time on my marketing. I can confidently state that my business is **EASIER** to manage and my **PROFITS ARE GREATER** with **MAIL PRINT** as a valued partner."

|| CLIENT ||

Experienced real estate agent and broker/owner.

|| PROBLEM ||

Finding an effective way to farm a new community.

|| SOLUTION ||

Mail Print's Household Hints mailed monthly to her farm list.

|| RESULTS ||

2 listings and 3 sales were generated in 9 months.

Beth Franklin has more than a decade of real estate experience and is an owner of Keller Williams Southland Partners.

Despite her extensive real estate experience and overall success, Beth Franklin had seen varied results from her farming efforts over the years: she'd pick the neighborhood she lived in, send out cards, and hope for the best.

She had researched a few nearby neighborhoods and found about 500 homes where the property turnover was significant and where there wasn't a dominant agent. She needed a good quality campaign to introduce herself to the area that would be easy to use and reap positive results.

With Mail Print's help Franklin selected the Household Hints postcards to mail monthly. She was committed to mailing a year or two before expecting a return on her investment. By choosing Household Hints, she had an attractive, economical and informative means of introducing herself to the new community. With her list loaded online, Franklin could modify her contacts whenever she wanted, and with hands-free mailing, she could choose who to mail to and forget about it. Everything was done for her automatically. Quick. Easy. Efficient.

Franklin was surprised when – within a couple of months of starting to mail – she had two listings and a sale. After nine months, she had two listings and three sales, which were generated exclusively from the mailings. She knows the leads came from the mailings because she had no prior connection to the homeowners.

Mail Print's card quality and ease of mailing made gathering leads and sales very easy. Now, Franklin's business is easier to manage and her profits are greater with Mail Print as a valued partner.

