

# FIND YOUR IDEAL CLIENTS

Choose the perfect audience for your print marketing. The grid below is designed to help you narrow your search and get the clients you want!

## How to order a mailing list from your Marketing Center:

- Choose an audience below or create your own
- Select a design template for your marketing piece by using the search bar
- Add your own personal message, call to action and contact details
- Order printing
- Select "Purchase Mailing List"
- Search by "Address with radius" or up to 8 "ZIP codes"
- Choose the selections that match your audience



Watch the Purchase Mailing list tutorial

AUDIENCE	DIRECT MAIL TEMPLATES	RECOMMENDED SELECTIONS
<b>Sellers, Buyers, and Renters</b> Target a neighborhood, development, or other geographic area (farm).	<ul style="list-style-type: none"> <li>• Open House</li> <li>• Just Listed / Just Sold</li> <li>• Why Choose Me?</li> <li>• Free Market Analysis</li> <li>• Expired Listings</li> </ul>	<ul style="list-style-type: none"> <li>• Address with radius</li> <li>• ZIP codes</li> <li>• Renter</li> </ul>
<b>Homeowners Who Might Be Likely Sellers</b> Inventory is low. Encourage homeowners to become sellers.	<ul style="list-style-type: none"> <li>• Thinking about Selling?</li> <li>• Free Market Analysis</li> <li>• Feeling Hemmed In?</li> <li>• Do You Need More Space?</li> <li>• Housing Needs Changed?</li> </ul>	<ul style="list-style-type: none"> <li>• Homeowners</li> <li>• Length of Residence: 7+ years</li> <li>• Can further narrow by area and by home price range if you have buyers who are looking for a specific price in a certain neighborhood</li> </ul>
<b>First-Time Home Buyers</b> First-time home buyers' share of home purchase transactions is about 34.5% according to NAR.	<ul style="list-style-type: none"> <li>• Feeling Hemmed In?</li> <li>• Do You Need More Space?</li> <li>• Place of Your Own</li> <li>• Home Ownership</li> <li>• Your Own House</li> </ul>	<ul style="list-style-type: none"> <li>• Income range</li> <li>• Renter</li> <li>• Age range</li> <li>• Marital status</li> </ul>
<b>Single Female Buyer</b> Single women have made up between 16 and 22 percent of homebuyers, according to a recent NAR interview on NPR.	<ul style="list-style-type: none"> <li>• Place of Your Own</li> <li>• Home Ownership</li> <li>• Your Own House</li> <li>• More Closet Space</li> </ul>	<ul style="list-style-type: none"> <li>• Renter</li> <li>• Gender: Female</li> </ul>
<b>Empty Nesters</b> As Baby Boomers head into their retirement years, more and more 65+ homeowners are looking to downsize.	<ul style="list-style-type: none"> <li>• Housing Needs Changed?</li> <li>• Baby Boomer to Empty Nester</li> <li>• Gearing Up for Retirement?</li> </ul>	<ul style="list-style-type: none"> <li>• Income range</li> <li>• Homeowners</li> <li>• Length of residence</li> <li>• Age range</li> <li>• Dwelling unit size</li> <li>• Households with children</li> </ul>
<b>Move-Up Buyers</b> Many homeowners with growing families put off selling their homes and moving up during the recession. Now, there are opportunities for double-ended transactions if they sell.	<ul style="list-style-type: none"> <li>• Feeling Hemmed In?</li> <li>• Housing Needs Changed?</li> <li>• Do You Need More Space?</li> <li>• Room to Grow</li> <li>• More Closet Space</li> </ul>	<ul style="list-style-type: none"> <li>• Income range</li> <li>• Homeowners</li> <li>• Estimated home value</li> <li>• Households with children</li> <li>• Grandparents in household</li> </ul>
<b>Multi-Generational Households</b> Over 51 million Americans live in homes with multiple generations and may well need a home that accommodates a larger household.	<ul style="list-style-type: none"> <li>• Feeling Hemmed In?</li> <li>• Housing Needs Changed?</li> <li>• Do You Need More Space?</li> <li>• Room to Grow</li> <li>• More Closet Space</li> </ul>	<ul style="list-style-type: none"> <li>• Homeowners</li> <li>• Housing type: Single family dwellings</li> <li>• Households with children</li> <li>• Grandparents in household</li> </ul>
<b>Veterans</b> Establish a rapport within this niche market, particularly if you are a veteran or have experience working with veterans and VA loans.	<ul style="list-style-type: none"> <li>• Veteran's Day Greeting Card</li> <li>• Flags (4th of July)</li> <li>• Lady Liberty (Memorial/Veterans Day)</li> <li>• Stars &amp; Stripes (Memorial/Veterans Day)</li> <li>• Upload your own</li> <li>• Veterans Day Flags</li> </ul>	<ul style="list-style-type: none"> <li>• Homeowner or renter</li> <li>• Veterans in household</li> </ul>
<b>Vacation Home Buyers</b> If you are in a vacation homes market, target buyers and sellers from other areas who are most likely to vacation in your area.	<ul style="list-style-type: none"> <li>• Open House</li> <li>• Just Listed / Just Sold</li> <li>• Why Choose Me?</li> <li>• Vacation Home</li> <li>• Upload Your Own (with photos of your area)</li> </ul>	<ul style="list-style-type: none"> <li>• Income range</li> <li>• Homeowner</li> <li>• Estimated home value</li> <li>• Age range</li> </ul>

## TIPS

- Pick content that resonates with your audience
- Drive people to your website with a compelling call-to-action
- Find a niche or under-served market to target your direct mail piece
- Reuse your list again: it may take 6 months for a lead to contact you so send multiple mailings
- Once a contact responds, add them to a marketing campaign or email listing alerts



Need help? Call us at 1-877-450-0088.