

New Method, LLC Debuts New Website - KeepemCard.com

Bruce Rogat July 14, 2014



Keep'em Cards

New Method, LLC, one of the leaders in Postcard Printing and Marketing for Realtors has set up a new website to showcase their Keep'em Cards. Real Estate Postcards for Lead Generation are a great method for Realtors to get new clients.

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New Method, LLC, a Colorado based company with market places in Denver, Dallas, San Diego, Orange County, Los Angeles, San Francisco, Las Vegas, and Phoenix is now offering their Keep'em Cards for the rest of the country. The Keep'em Cards were first developed 25 years ago by their owners, Bruce and Margo Rogat. They had tremendous success with the product in the Denver Metro area initially, so they branched out over the years to the cities mentioned above.

The company has grown over the years to serve over 1000 Realtors marketing needs each month of the year. The Keep'em Cards are the most popular product because when a potential client receives the Postcard in the mail, they don't toss it directly in the trash because it has valuable information printed on the card that the potential client may want to look at many times. A good example of this would be the Sports Schedules. In the Denver area for example, the Denver Broncos Schedule is printed with the backside showing the local college teams schedules. CU, CSU and Air Force so that the local client can refer to the Postcard for at least a 6 month period before the card gets tossed out. The Realtors hopes are that each time they look at the Postcard, that they see the Real Estate Agents Photo, Company Logo and contact information.

It has proven to be an unbelievable Lead Generation product. The general results are that in the first year, at least one or two transactions will be credited to the Postcards. In the second year, usually four to six and in the third year on out, the agent will see sixteen to twenty-four transactions coming directly from the Keep'em Postcards sent to their Farm area and or personal sphere list. The most important factor for the Realtor to remember is that it takes time. Nationally in the Direct Mail Advertising Industry it is said that it often takes 6-8 exposures before someone will remember an advertisement. In this case we see the same numbers. It takes 6-8 Postcard exposures before a potential client will remember a Realtors name and face from the Postcards. These numbers are based upon the Real Estate Agent mailing to around 500 potential clients.

Now, New Method, LLC has developed a National Program for Realtors across the country. They are the same Keep'em Cards as the Local areas only a slight bit more generic so that they work everywhere. Instead of a local sports team schedule like the Denver Broncos they print the entire NFL week-by-week schedule so that it works for every city in the United States. Instead of a local Golf Card with listings of all the private courses in a city with the phone numbers for T-Times, they are printing the Pro Golf Tour Schedule. World Cup Soccer Schedules were a great hit last month, a year end Calendar is always a hit in December. All other months have a new card each month of the year. Always something fresh and having great information that potential Realtor clients will want to KEEP!

Here is a direct link to the new website: <http://www.keepemcard.com> While visiting the website, you might want to fill

in the entry form at the top right of the home page for a "One Month Free Mailing".

Here is a sample of the monthly Bronco Schedule for the Denver Market.

The image shows a 2011 Denver Broncos football schedule and a real estate advertisement for Mike Haywood. The schedule is divided into Pre-Season Games and Regular Season Games, listing dates, times, opponents, and TV channels. The advertisement includes Mike Haywood's photo, contact information (Office: 303-590-7129, Direct: 303-532-5683, Email: Mike@MIKHAYWOOD.com, Website: www.MIKHAYWOOD.com), and a call to action: "Call Me For All Your Real Estate Needs." and "Please visit my website at: www.MIKHAYWOOD.COM".

Here is a sample of the monthly NFL Week-by-Week Schedule for the National Market.

The image shows a 2012 NFL week-by-week schedule and a real estate advertisement for Vito Scattaglia. The schedule lists weekly matchups, including teams, dates, times, and TV channels. The advertisement features Vito Scattaglia's photo, contact information (Phone: 661-317-8486, Email: Vito@TopProducer.com, Call Me Today!, CA DRE #: 01293902), and the website www.VitoScattaglia.com.

About New Method, LLC

New Method, LLC works with Real Estate Agents across the United States to develop Monthly Postcard Prospecting Programs.

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