

# New Method, LLC Announces New Real Estate Postcards

Bruce Rogat August 10, 2014



**New Method, LLC goes over the different types of Real Estate Postcards available for Lead Generation and Marketing for both New Agents and Old Pros. There has been a real increase in use of Realtor Postcards in Marketing in 2014.**

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Are you interested in purchasing and selling houses making use of real estate postcards for lead generation?

If your answer is Yes, then buying and offering property isn't really just limited to the dull classifieds any longer!

Postcards are the answer. In a day and age where there's barely time to check your mail, real estate postcards are a hassle-free method of getting information to your customers about current details. They can create great lead generation. There are 3 primary kinds of realtor postcards that wind up in your mailbox.

The Just Sold Postcard - They might appear redundant as your home has currently been sold, however realtor postcards of this type have anywhere from 1 to 12 property pictures of homes that have actually recently been offered for sale in your area or close by your area. These kinds of real estate agent postcards are to verify that the realtor is capable of selling, and can offer your house for sale and actually find a buyer or use the multilist to find a buyer through another Realtor.

The Just Listed Postcard - Announces all houses that are for sale, including residence pictures and additional information pertaining to the property listed as well as contact information about the real estate agent. This often times includes Photo, Name, Company Logo and Contact Information. These appeal to those who are in the market for a brand-new home, or perhaps some who aren't however they are lured by the great price or terrific looking home.

The Farming and prospecting Postcards - These sort of postcards call out to potential and future home buyers and sellers to think about the realtor in question.

The Free Current Market Analysis Postcard-- This can draw in those all set to list their home. An appealing warranty or free evaluation will usually be made use of to increase interest and name recognition. Sometimes these can take the form of a seasonal card wishing you a happy 4th of July for example. The intent is still to obtain potential customers, however does this in a more informal way. These postcards often times offer a carrot to get the client in the door for a listing presentation. Then it is up to the Realtor to close the deal.

Just below is a sample of a Sold postcard made use of by actual real estate agents:.



At those websites you can get postcards for any intent, be it to state listings or just to say "Happy Fourth of July".



There are some interesting sites that allow you to set up a mailing to customers once the postcard has actually been designed. <http://www.realestatepostcards.co> and <http://www.Keepemcard.com> Uploading a mailing list with an order avoids the process of it needing to be delivered to you initially to do the work of sending them out! It is easier to let an expert do the work so you don't have to.

New Method, LLC not just establishes a month-to-month prospecting postcard but they give it a name, "Keep 'em Card" because it consists of information that the potential client will certainly hold onto and refer back to over and over once again because it consists of helpful everyday details and information.

Some other websites make real estate postcards extremely easy to utilize. Unlike home loan and other similar markets, the only text frequently needed on property postcards is the realtor's name, business logo and telephone number. <http://www.realestatepostcards.expert> is a good site to take a look at.

Let the photos do the talking! It is often times said that one picture is worth a thousand words. This is especially true with Real Estate Postcards. Home purchasers are smarter now and will appreciate a photo a lot more than tricky real estate language. Farming relies a lot more on the message than the images, but continues to keep it simple.

Rub It In. A catchy motto, qualifications, or any special deal that is offered is enough. It may seem redundant or rude, but repeated mailings really do work to keep a real estate agent's name on the tip of tongues. In the advertising industry it is a rule of thumb that it takes at least 6-8 exposures before someone will begin to remember your name and photo. In postcard marketing this is especially true. When a genuine Realtor's name and face is on bus benches, or in your mail box each week, their name will certainly be synonymous with Real Estate. Property postcards are one means to attain this type of local fame!

Here are a few of the different sorts of real estate agent postcards that could fit into your postcard advertising program.

### NFL Week-By-Week Schedule

The image displays a collection of NFL Week-By-Week Schedule postcards. On the left, there is a vertical strip with the NFL logo and a '2014 Schedule' graphic. The main part of the image is a grid of weekly game schedules, organized by week (Week 1 through Week 15). Each week's schedule lists the day, date, and time of games between various NFL teams. For example, Week 1 (Thursday, Sept. 4) includes games like 'New England at Buffalo' and 'Dallas at Houston'. The right side of the image features a promotional postcard for Pete Daradics, a real estate agent. The postcard includes a photo of Pete, his name in a stylized font, and the text: 'Compliments of: Pete DARADICS', 'Buying or Selling, Call...', '805.377.1460', 'peterdaradics.com', and 'Achieving Excellence in Results & Reputation!'. At the bottom of the postcard, it says 'Troop THE REALTOR' and '10% donated to 501(c)(3) charities, 501(c)(3)'. A small disclaimer at the very bottom reads: 'This promotion is not intended to solicit property currently listed.'

Holiday Events for a select city

**Holiday Events**  
IN THE DALLAS AREA

**November**

Nov 8-Jan 1/13 HEE at Gaylord Texas: Featuring DreamWorks' "Merry Madagascar" - DreamWorks animated holiday TV special will be brought to life in an interactive world of colorful ice sculptures and 20-foot tall ice slides carved entirely from TWO MILLION pounds of ice. Relive the story of how Alex the Lion and his friends saved Christmas after Santa and his reindeer crash onto the island of Madagascar. HEE is hand carved by 40 artisans from Harbor Glass who will be arriving in early fall. They are very excited to be working with our new Merry Madagascar theme. [www.gaylordphoto.com](http://www.gaylordphoto.com) 817-776-1000

Nov 22nd-Dec 31st **Parade Lights**: Lem Creek Park, 5700 Lake Ridge Pkwy, Grand Prairie, TX. Upon arriving at the park you will be dazzled with 4 million lights set along 2 miles of path. Hundreds of 800-NEW displays in shapes of all kinds line and arch over the roads. The finale of the show is the world's largest light tunnel. Sun Thrus, 6-9pm, Fri-Sat, 6-10pm, Thanksgiving, Christmas Eve, Day & New Years Eve, 4-10pm. [www.parklights.org](http://www.parklights.org)

Nov 23rd **Chesapeake Energy Parade of Lights** presented by CH2M, Bellcoap Street and Throckmorton St., Fort Worth, TX. It's a day filled with exciting things to do throughout Downtown, from taking care of your holiday shopping in Sundance Square to dining out in some of the finest restaurants in Fort Worth, all while enjoying the holiday spirit of the country's top holiday parade and the lighting of the 55' tall Christmas Tree in Sundance Square! 6-8:30pm. [www.chesapeakeenergy.com](http://www.chesapeakeenergy.com) 817-336-2787

Nov 23rd-Jan 6th '13 **Frisco Christmas In the Square**: Frisco, TX. Families, friends and holiday guests from throughout north Texas, the DFW Metroplex and southern Oklahoma come and enjoy the spectacular show. Light Music! Snow! Christmas in the Square is unlike anything you have ever seen. The same snow machines used by Disney create a "Winter Wonderland" on the sidewalks of Frisco Square, Texas. 5-10pm. [www.friscosquare.com](http://www.friscosquare.com) 972-668-5065

Nov 30th **Denton Holiday Lighting Festival**: Historic Courthouse Square, Denton TX. It's a beloved Christmas memory the people of Denton will share, beginning with the smell of fresh hot wassail and the joyful sounds of children laughing as they behold a million twinkling lights from the seat of a horse drawn wagon. 5:30-9:30pm. <http://dentonholidaylighting.com> <http://www.dentonholidaylighting.com>

Nov 30th **Belly Colley Holiday**: The Village at Colleyville, Main St. at Colleyville Blvd, Colleyville, TX. The city's traditional holiday event features lighting of the city tree, community decorated trees, visits with Santa, children's games and crafts, inflatables, a pony wheel, petting zoo, musical performances, dancer troupes, appearances by local children's choirs and holiday carriage rides. 4:30-8:30pm. [www.colleyville.com](http://www.colleyville.com) 817-505-1000

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*Your Business and Referrals are Appreciated*

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