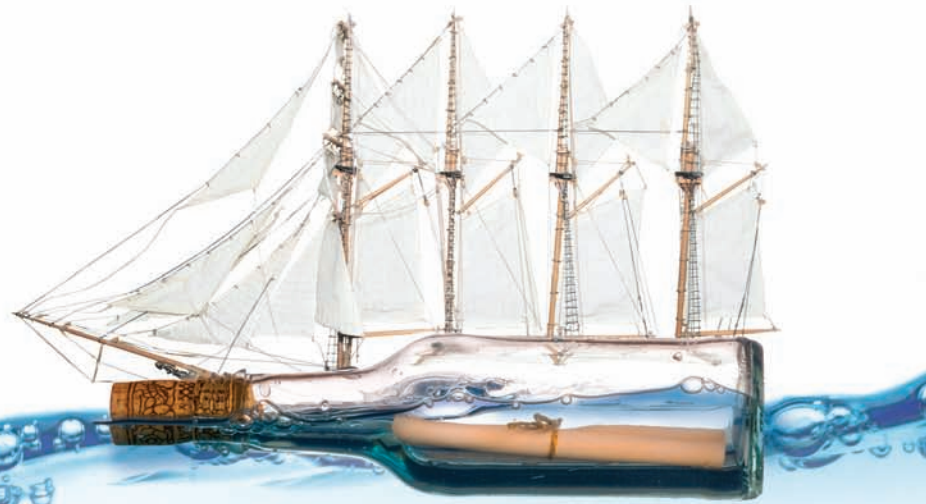




# Making The Most of Your Message



*From Your Friends* is a powerful direct mail tool for real estate agents. It allows you to stay in constant contact with your sphere, send them items of value they'll use and appreciate, and communicate information about your personal brand and business. The great discounts and offers at local restaurants, venues and merchants are impactful all by themselves. But the ability to personalize a portion of each postcard to communicate your own message is an often underused and undervalued aspect of the program. Most of our subscribers personalize their postcards utilizing a standard format of photo, contact information and relatively generic marketing message. But with our free, powerful and easy-to-use online designer, you can truly make the most out of your direct mail investment by creating new and memorable marketing messages throughout the year.

## Using The From Your Friends Online Designer

### *It's Easy*

Our Online Designer utilizes the latest Flash-based technology to allow for easy image uploading, text editing and drag-and-drop layout. Even the less-than-tech-savvy can utilize the intuitive tools to create personalized layouts. Start with a blank template or use one of our pre-loaded layouts.

### *It's Free*

Your subscription includes unlimited changes to the personalized portion of your postcards, allowing you to have a different message each and every month.

### *Upload any JPG file*

Photos, logos, royalty-free artwork, clipart, QR codes—you can easily upload any jpg file to include in your personalized layout. In fact, if you prefer to do your layout in a graphic design program, you can simply upload a completed jpg file to place in the available space.

### *Pre-Loaded Designation Logos*

The majority of standard designation and real estate logos are already available in our Stock Images folder.

### *Technical Support*

Our friendly customer service team is available to assist you with any questions you have about using the online design tool.

## **Changing your message regularly offers a variety of benefits.**

### **Impact & Memorability**

*A new visual layout and message will attract the attention of your recipients each month, engaging them to spend more time interacting with your marketing message.*

### **Create Connections**

*The more you share about yourself, your experience, your philosophy and your services, the deeper the connection you make with your sphere. To generate repeat business and referrals, you need your sphere to know, like and trust you. By sharing multiple facets of your business and personality you gain trust and increase likeability.*

### **Create a Conversation**

*Over a 12-month period, you can create an ongoing conversation with your sphere, engaging them interactively instead of with a passive message.*

## General Graphic Design Tips

### Your Photo

Your photo is the main component of your personal brand and should reflect the quality and personality of your business. With today's digital photography technology, there is no excuse for using a blurry, out-of-date or low quality photo. Visit a local portrait studio, or spend ½ an hour in a well-lit room with a quality digital camera. Upload a 300 dot-per-inch, tightly-cropped photo to your account that matches the quality of your service. Please remember that photos optimized for viewing on a website are NOT 300 dots per inch. They are usually 72 dots per inch and can appear fuzzy and blurry when printed.

### Fonts & Type Sizes

As a general rule, mix and match fonts sparingly on your postcard layout. Use a clean, bold font for your name and contact information and feel free to be a little more creative with personal messages or statements. Accent important information with a larger text size or bold/italic option. Too many font choices or sizes will result in a messy, unprofessional layout.

### Colors

Black is almost always the best choice for font colors. Headlines or other important information can be called out with a tasteful bright color. Let your photo, logos or other images provide the color in your layout and use color sparingly otherwise to ensure a professional look.

### Contact Information

You have limited space available, so include only the most important contact information. There is no need for multiple phone numbers, fax numbers or other information customers can find by visiting your website. One phone number, one website and one email address is sufficient to ensure you can be quickly contacted.

### Company Information

Your company logo is preprinted on the postcard and does not need to be included in your personal space. The equal housing logo is also preprinted on every postcard.

## Do's

Use a high-quality 300dpi photo

Be aware of advertising regulations



Use links to offer more information on websites or smartphones

Ask for referrals!

## Don'ts

Don't use a low-res photo from your website

Don't use all-caps or too many fonts, sizes & colors



Don't use hard-to-read fonts or rotated text

Don't crowd the design, less is more!

Don't duplicate information

Don't include too much contact information

# Are You Making the Most of Your Message? Here are a Few Ideas!





My business is built on referrals from outstanding people like you. I hope you'll help me build my business by referring me to your friends, family, and co-workers. You should be able to trust that the people you endorse will fulfill their promises.

**When you refer anyone to me I promise to...**

- Respond to their needs in a timely and efficient manner
- Treat them with professionalism and respect
- Apply all my resources and experience to satisfy their real estate needs
- Return the favor in any way I can!

*Joe P. Friendly*

**Joe P. Friendly**

**(866) 866-0078**  
joe@fromyourfriends.com  
www.fromyourfriends.com

## The Referral Promise

Many agents ask for referrals. But referring family, friends and co-workers to a real estate agent comes with risk. Reduce that risk by making a referral promise. Explain exactly the level of care and commitment you'll provide to anyone who is referred to you. Scan and upload your signature for personalization.





*Navigating the complexities of short sales and foreclosures requires an agent with the proper tools and training. I am now SFR certified and whether you are selling or exploring buying opportunities I can help!*

**Joe P. Friendly**

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## My Education & Experience

ABR, CRS, GRI, XYZPDQ...most people have no idea what your designations mean. But to generate referrals you need to create trust in your competence and continuing education shows commitment to excellence. Use your direct mail to actually explain how your education and experience outshines the competition and what it means to your customers.



**Average Days on Market**



Month	Days on Market
Jan	121
Feb	124
March	119
April	112
May	109
June	104
July	101
Aug	99

**Denver Real Estate Market Update**

For the first time this year, the Average Days on the Market for a listed home dropped below 100! Now is the time to list your home if you want it sold this year. Or, if you're looking to buy, don't wait!

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## Local Market Update

Show your recipients that you are on top of market trends and local statistics by providing a market update with quick, easily understood information about the real estate market.

**Free Market Analysis**



*Wondering what your home is worth today? Online estimates are no substitute for real research! Call me today for a FREE Comparative Market Analysis of your home or investment property.*



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## Free Market Analysis

Offer your recipients the opportunity to receive a free analysis of the value of their home. This may encourage new listings and will encourage potential sellers to begin a conversation with you.



# Are You Making the Most of Your Message? Here are a Few Ideas!



 <p><b>Joe P. Friendly</b> Telephone: (866) 866-0078 joe@fromyourfriends.com www.fromyourfriends.com</p>	 <p><b>FEATURED HOME FOR SALE</b> 123 Main Street</p>
<p><i>This beautiful 4 bedroom home is for sale now for only \$395,000!</i> Go to <a href="http://www.friendlyrealestate.com/123main">www.friendlyrealestate.com/123main</a> for details, photos and a virtual tour.</p>	

## Featured Home For Sale

Why not share featured new listings with your sphere? They may have friends or family looking to buy, and if not, it still shows you're active and successful even in a down market. Use a website or QR code to link them to a virtual tour they can view on their smartphone or computer.

<p><b>October is Breast Cancer Awareness Month</b> <i>I'm committing \$250 from every home I sell in October to help find a cure for breast cancer. You can help, too!</i> Go to <a href="http://www.cancer.org">www.cancer.org</a> to find ways you can get involved.</p>	
 <p><i>Joe P. Friendly</i></p>	<p><b>(866) 866-0078</b> joe@fromyourfriends.com www.fromyourfriends.com</p>

## Charity Connection / Community Involvement

Showing a commitment to your community or charitable giving can help make connections with like-minded people and generate trust and appreciation from your sphere.

<p><b>Your North End Expert</b></p> 	
<p><b>Buying or selling a home in The North End?</b> <i>You need a REALTOR® who knows the neighborhood! I'm a graduate of Boise High and have been a Northend resident for 25 years. Call me today with any questions about buying or selling in this unique historic neighborhood.</i></p>	<p><b>Joe P. Friendly</b></p> <p><b>(866) 866-0078</b> joe@fromyourfriends.com www.fromyourfriends.com</p>

## I'm Your Neighborhood Expert

If you specialize in or farm to a specific area of town, explain to your recipients exactly why your neighborhood knowledge makes you the logical choice for listing or buying in that area of town.

  	
<p><i>Networking is the lifeblood of my business! I'd like to connect with you and share my expertise on local business and real estate, and learn more about your areas of expertise. I work with dozens of families new to the area looking for connections to professionals in all areas of business and can be a great source for referrals!</i></p>	<p><a href="http://www.facebook.com/fromyourfriends">www.facebook.com/fromyourfriends</a> <a href="http://www.linkedin.com/joefriendly">www.linkedin.com/joefriendly</a> @joefriendly</p>
 <p><i>Joe P. Friendly</i></p>	<p><b>(866) 866-0078</b> joe@fromyourfriends.com www.fromyourfriends.com</p>

## Connect With Social Media

Invite your sphere to connect with you on Facebook, Twitter, LinkedIn or other social networks. Include specific instructions for how to find and connect with you, as well as a compelling reason to do so.

# Are You Making the Most of Your Message? Here are a Few Ideas!



Interest rates have dropped below 4%!  
If you're looking to pre-qualify for a new home loan or to refinance your current one, I highly recommend my preferred lender, Kevin Peterson at Peterson Mortgage! Contact him for a free consultation today at (800) 555-1212.



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## Mortgage Co-Op

Talk to your favorite mortgage broker about co-promoting their services on your postcard. Ask them to provide a free service to your recipients and perhaps even postage and printing reimbursement. Be sure to follow any company or industry advertising regulations.



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*Happy Holidays!*  
Wishing you and your family the very best this holiday season and into the New Year!



## Holiday Message

Holiday cards are often quickly read and discarded. Items of value like special offers at local restaurants and venues are kept and used! Personalize your From Your Friends card with a holiday message to replace expensive and time-consuming holiday cards.

**FREE Short Sale Seminar**  
Join me at our main office this Saturday for a free seminar on Short Sales and Foreclosures. I'm leading a discussion, along with Beverly Johnson of ABC BANK, on the complex legal, financial and negotiation issues involved in short sales and how owners of distressed properties can use this tool to improve their financial situation.



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**Saturday, May 2**  
123 Main Street  
R.S.V.P to (800) 555-1212  
Limited to 20 attendees, call today!

## Community Event / Open House Invite

Use direct mail to invite your sphere to connect with you in person at community events, open houses, fundraisers or anywhere you'll be available and visible.



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www.fromyourfriends.com



**A Special Video Message for My Customers!**  
I invite you to view my latest video on home staging and curb appeal, featuring tips from interior designer Alicia Miller! Just use your smartphone to scan the QR code.

## QR Code / Video Message

QR codes are excellent ways to convey more information than you have available space for in a direct mail piece. Create a QR code that links to a YouTube video with a personal video message to your recipients. Use it to give a heartfelt request for referrals, or to sincerely thank them for their past business.