

 **Homeowners Marketing Services, Inc.**

12444 Victory Boulevard • Second Floor • North Hollywood, California 91606
(818) 506-1507 • Fax (818) 505-9729 • 1-800-232-2134

Guide To Success

Homeowners Marketing Services, Inc.
2011

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MARKETING

That Hits Home(s)

With

Practical “HOW-TO” Ideas

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Offers

Support Services

We realize our success depends on your success. We have over 100 years of collective experience in direct mailing programs. The key is to maximize your return of investment while minimizing your cost. Do not hesitate to call us for advice, samples of mailing pieces or with any questions you might have. There are no dumb questions. You know your business and we know ours. Use us for all our knowledge, experience, and resources.

Account Number _____

Date Started _____

Renewal Date _____

Sales Representative _____ ext _____

Customer Service Inquiries _____ ext _____

Billing Inquiries _____ ext _____

Para Asistencia en Español, por favor llame 800-232-2134

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WELCOME

Message from the President

Congratulations! You have just purchased the fastest list of **NEW HOMEOWNERS** leads available today. We have been providing the **NEW HOMEOWNERS** Mailing List for nearly 43 years. Thousands of businesses have grown using our Sales Leads.

We have put together this guide to assist you in answering questions about using our list to give you the greatest return on your investment.

Thank you for subscribing,



Berry Weiner
President

A CHANGE OF ATTITUDE

Regardless of the type of business you operate, whether you are a Dental Office, Landscaper, Locksmith, Restaurateur, or in Home Fashions, there is one thing your business cannot do without: **TARGET MARKETING** that works.

Contrary to popular opinion, the successful marketing plan does not require multi-million dollar ad campaigns, or high-powered publicity blitzes. What **IS** required is a **NEW** way of looking at the world, a change in your attitude, which sees every situation as a potential opportunity to promote & help your business grow.

Even if your marketing territory is close to you, you need to put your business out there, **EVERYWHERE** and most of all, **GET RESULTS!!!**

RESULTS

Mailing to the right people (qualified buyers)...at the right time (when they have a need)... is half the battle. Your new homeowners list fills this need perfectly. New homeowners have immediate wants and needs with ample credit to satisfy them. However, good results also require making an attractive offer to the customer. (See 'What is a good offer?' on page 12).

Direct mail advertising requires a stronger ad than you would normally put in the local newspaper. Your goal is to get immediate responses from your mailing.

GO FOR PROFITS... NOT JUST %!

Most of you are new to direct mail advertising. Keep in mind the reason you bought the mailing/telemarketing list was to make a profit... not just a % return. A window covering company renewed their weekly list for the third year even though she only had 6 sales from her mailing. A very low %, but her smallest sale was \$6,000!!

KNOWING YOUR MARKET

One major issue that affects results is to understand who your audience is. Understanding what they are attracted to (what they need, what they want and when) will guarantee your success.

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TEST! TEST! TEST!

Now that you have purchased the best list, the three key words in direct mail to know are: **TEST, TEST, TEST**. The standard test for a direct mail program is a minimum of 8 weeks. You should expect at least a 1% response, if not; change your mail piece to assure a return on your investment. (See 'The Right Mail Piece' on page 9)

When response does occur, you must know that it is from your mail piece, not from an ad that you are running concurrently. One way of tracking responses is to put either a unique offer or a code name to ask for on your mailer.

Note: Sometimes, our customers get results without even realizing it, because their customers don't always bring in the mail piece with the free offer.

THE LISTS

Homeowners Marketing Services Inc. invests over one million dollars a year to bring you the fastest and most accurate lists available. We may be great... but we are not perfect! We guarantee the lists to be at least 93% deliverable over the year!

People make mistakes. Deeds are prepared and submitted by title companies to County Recorders and then sent to us to enter into our database. Along the way, errors occur regarding spelling, street addresses, or zip codes. Additionally, there are always individuals buying homes for investment purposes. The homes are purchased to rent out. You will experience a few % returned.

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PRODUCT MENU

1. **Code Line**- A series of letters and numbers above the name on the label that give you a prospect profile
2. **Phone Numbers**- 5 to 12% attainable, currently available in all states. This list is delayed 11 days for phone number acquisition.
3. **Lender Information**- 50% available.
4. **Additional copies**-Available.
5. **Electronic Media**- Available.
6. **Back List** of Existing Homeowners- Available.
7. **Barcoded Mailing Lists**-Available.
8. **Presorted Lists**- Available.
9. **Refinance List**- Available.

Contact customer service for additional information.

PHONE APPENDING

We make the best effort to provide you with accurate telephone numbers. However many people are listed without home addresses resulting in a number of errors. To reduce the number of errors, we now require a match of the name and street address.

MAILING SCHEDULE

Our basic weekly list mails every Friday and the phone list mails every Wednesday. You have the option of receiving your list on a daily (*contact our customer service department for further details*), weekly, bi-weekly, monthly, quarterly or one time basis.

WHICH MEDIUM IS RIGHT FOR YOU?

Currently, we can provide your list in various formats:

- Peel and Stick labels (pressure sensitive)
- E-Mail (txt., csv. or xls.)
- Fax

THE RIGHT MAIL PIECE

1. Post Card

The post card has an underrated power. Because of its compact size and instant readability, everyone will at least glance at your message. Benefits of a post card are:

- Postage Savings
- Less time to mail (no stuffing).
- Instant name recognition.
- It's easy to keep.

Call one of our sales staff for samples of effective postcard designs.

2. Flyers

A flyer is referred to as a self-mailer. A typical format is an 8 ½ X 11 letter folded in half and mailed without an envelope.

Benefits of a “self mailer” flyers are:

- More convenient to mail than a letter in an envelope.
- More area on the outside address side to include a “teaser” headline copy.
- More convenient for the consumer to receive and read than a letter.
- Postage is identical to rates for a letter.

3. Letter in an Envelope

The major reason to use an envelope is so you can insert more than one document. Important documents to enclose could include:

- Business card (most important—easy to keep).
- Postage paid business reply cards.
- Self-sticking labels (pressure sensitive labels).
- Gift certificates.
- Brochures.

Another advantage of the letter over a postcard or flyer is the more professional image it projects. If you are concerned about image, consider hand addressing or typing the address rather than using the labels. Over the years, we have learned that the most important insert of all is your business card. In fact, if you had to choose, the business card itself may be even more valuable than a letter. A physician client was so concerned with ethical standards, he was afraid to send out a letter that might be interpreted as a solicitation...so he only sent out his business card. He has been a successful subscriber for years.

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Before you print-

Take advantage of our expertise and other peoples experience—you don't need to re-invent the wheel. We will be happy to send you samples of current clients successful mail pieces. We encourage you to send us planned mail piece before you go to print.

	 <p>Mr. James Smith 1234 Main St Los Angeles, CA. 90000</p>
<p>* MUST LEAVE 5/8" BORDER FOR BAR CODE BOTH SIDES</p>	

*Do not put your phone number or other important information along the bottom of the card. If the post office cannot read their bar code through whatever you have printed along the bottom of the card, they will cover it with a white sticky printed bar code

WHAT IS A GOOD OFFER?

Definition: A good offer is one that appears to be very valuable to the customer, while remaining affordable to you.

Example: A bedding/linen furnishings store recently sent out a gift certificate good for \$20 credit against any purchase. A 10% response was experienced. Average customer purchase exceeded \$100 with several sales exceeding \$1000. If the offer included a minimum purchase requirement...a fraction of the return would have been experienced. Reason...people don't realize how much they will end up buying until they are in the store!

IMPORTANT GUIDELINES

1. The OFFER: “*What’s in it for me?*” Remember- new homeowners are busy people- they must know what you do, what you are offering and how to reach you in 3 seconds or less.
2. The **PHONE** number must be **LARGE**- don't make them search for it.
3. A \$ amount off works much better than a % off.
4. Use an expiration date for your offer—it requires quicker customer action.
5. **FREE** is *the* best offer (No strings attached).
6. Keep it simple—the less wordy the better. Remember a picture is worth 1,000 words.
7. Don't be afraid to test a variety of offers for 6 to 10 weeks each until you find one that gives you an acceptable response. It may take you three different offers before you hit the winning combination.
8. Use a non-related offer to obtain the highest % response. For example: an electrician could offer a box of chocolates or movie tickets as a free gift.

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Your mail piece should be designed to get your prospect to contact you, so **you** can sell your products or services. **You** can overcome objections much better in person.

MAILING

It is not as big a job as you may think. Applying 200 labels to your mail piece each will take less than 15 minutes. Stamping or running your mail through a meter will take another 15 minutes. Stuffing an envelope with a letter, business card etc...another 20 minutes.

BEWARE! DON'T PUT IT OFF.

Set aside a time every week to send your mailing out. You can do it yourself or set goals for your employees.

Options – However we can provide certain mailing services for you. Contact our customer service department for further for information and costs.

WHEN TO MAIL

It is a good habit to mail promptly the same week that you receive your list. Sometimes waiting for weeks in order to meet requirements for bulk rate postage is a mistake. You would be missing out on all of the people that may have needed your product/service. Losing business can be too high a price to pay for savings on postage. You could also lose to your competition by waiting. Mail as soon as you receive your labels. Don't lose to a competitor, mail quickly.

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There are a few professions and businesses that could benefit by waiting a month or more before mailing. Among them are medical and dental, swimming pool construction and landscape architects, financial planners and gift stores.

POSTAGE

First class – vs. - Standard rates

The major difference between first class mail and Standard mail is delivery. First class mail will get to a homeowner within 3 days while Standard Mail could take 7-10 days. The advantage of using Standard Mail over first class is postage savings.

Some Businesses... window covering, satellite TV, burglar alarms, locksmith, and water treatment need to **GET THERE FIRST.** Don't lose that advantage simply to save a few pennies.

TELEMARKETING

If you encounter any difficulty in successful telemarketing...don't give up. Change your scripts. Effective telemarketing is based on trial and error until you "fine tune" your script to the point you are satisfied with the results. The most important thing to remember when trying to improve your script is to listen to the homeowner's reaction very carefully. Document which phrase or word they stop you at or object to, and then change your script accordingly. A clear short message conveyed in the form of a question is best.

"Hi...Mrs. (Jones)...very briefly, this is Joe from Southwest Remodeling, the reason for my call is we are doing a quick survey of new homeowners with just one question...will you be planning to make any improvements to your kitchen, bathrooms, or other parts of your house...?"

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SALES

Once inquiries from new homeowners come in, it is important that they be handled correctly. First, keep ongoing records about where inquiries come from so you know how you're doing. Second, honor all offers enthusiastically. Third, remember that how you appear to the customer is often crucial to your success.

Faithful use of our list on a weekly basis will bring you interested prospective customers. You still have to create results through sales. If you find that you become frustrated over inadequate sales, but you have received inquiries... the problem is not with the list.

Try to find different incentives to offer new homeowners and help close the sale. Perhaps the best suggestion we can make, is to offer a valuable "house warming" gift to be given to the new homeowner at the time of the initial meeting or estimate. Do everything you can to learn more about your profession and sales techniques. This concern is particularly critical to service industries such as insurance, stock brokerage, mortgage lending, all contractor professionals, interior designers, and direct sales organizations.

One crucial concept to remember is that people are seldom pushed into buying. You must ask clearly, firmly, and politely for the sale, this is the simplest and most difficult task of good selling.

HOMEOWNERS MARKETING SERVICES, INC.....

...helping turn new home buyers into your new clients, customers, patients or members.