

Real Estate Agents and Owners Use Postcards As a Great Way to Build Customer Base, Sales and Recruit New Agents



Released on: April 20, 2011, 2:24 pm

Author: [Flashcards, Inc.](#)

Industry: [Real Estate](#)

Real Estate Agents and Owners Use Postcards As a Great Way to Build Customer Base, Sales and Recruit New Agents

Flashcards, Inc. manufactures postcards for real estate agents and owners who are looking for a unique, personal, and humorous way of farming, prospecting and recruiting. Now is the time to take a new look at an established medium: postcards. They're efficient, low-cost, and our black and white postcards stand out in a crowd of mail.

Postcards are an effective marketing strategy that is both affordable and attention-grabbing. Postcard don't need an envelope, your message has a head start at getting attention.

A successful marketing campaign begins with an Attention-Grabbing first impression.

Postcards have long been loved by marketing professionals because they are highly visible and tend to generate response. Postcards get read by over 99% of your prospects. Think about the last time you received a postcard in the mail. What did you do with it? You probably read it as soon as you took it out of your mailbox. It's this immediate impact that makes postcards so effective in prospecting.

Postcards are far cheaper to send than regular mail. You can mail a 4.25 inch by 6 inch postcard via First Class Mail for only 29 cents. You can make small, targeted postcard campaigns and get the same results as an expensive print or broadcast campaign might bring.

Inexpensive, effective postcards are a great way for a real estate agent to build their customer base and sales, as well as a way for a real estate office to recruit new agents. Postcards are a good way to augment any larger company's print and broadcast campaigns.

"Flashcards is 100% American owned and all of our products are made in the USA" said David Lenz, Flashcards Founder and President. "Almost everybody will read a postcard, even those who usually throw out other direct mail without opening it...This high rate of readership is the main reason why postcards produce a bigger response than other types of direct marketing."

Real Estate Promotional postcards are available online at <http://www.flashcards.bz>.

About Flashcards

Flashcards Postcards has been selling humorous and eye-catching postcards worldwide since 1980. For more information or to place an order, visit <http://www.flashcards.bz> or call toll-free 1-800-531-0777.

#

Contact Details: <http://www.flashcards.bz>,
800-531-0777,
info@flashcards.bz

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)