

**Every year, 5 million homeowners list their homes for sale and need to hire a mover. Identifying and marketing to these homeowners has never been easier.**

## Direct Mail Pinpoints Your Best Leads

The days of mass mailing are over but direct mail is NOT dead. In fact, it's alive and well. Direct mail is highly targeted, timely, personal, flexible, and cost-effective. It's proven to be a key solution for establishing a direct connection with your potential customers.

**92%** of consumers prefer direct mail for making purchasing decisions

**76%** of Americans have been influenced to purchase by direct mail

**94%** of homeowners report they would research a mover after receiving a postcard



## Direct Mail Works for Movers

Direct mail provides the best reach of any marketing campaign since movers can connect with 100% of homeowners looking to move with a personalized postcard at the beginning of their decision-making process.

### WITH DIRECT MAIL, MOVERS CAN:

- » Target specific areas and larger moves for a better ROI
- » Set the budget with clear expectations for response
- » Gain an advantage over your competition by being the first to reach the homeowner
- » Save time and money with a turnkey fulfillment solution

### ADDITIONAL RESOURCES CAN BE FOUND AT:

[Discover the Formula for a Steady Stream of Leads](#)

[The Secret to Better Timing: Introducing Daily Leads](#)

[4 Tips for Tracking Direct Mail Response Rates](#)

# HASSLE-FREE DIRECT MAIL

Moving Leads and Postcard Fulfillment



## Why Use MovingLeads.com for Leads?

We monitor the real estate market so you don't have to! We identify homes as they are advertised for sale, a sure sign that they will need a mover soon. You receive only viable leads; no duplicates, no vacant homes, no rentals. Every day you'll receive the latest list of homeowner names and addresses available in your custom area, making our leads the best in the industry since 2003!



### TIMING

Daily service ensures that you receive the freshest leads.



### TARGETED

Custom geography and price settings of homes to pinpoint ideal customers.



### QUALITY

We double verify that each lead is homeowner owned and occupied.



### PRICING

Budget friendly with convenient pay-per-lead or per-postcard with no minimums.



### PERSONALIZATION

Send to homeowner names instead of generic phrasing like "Current Resident."



### COMMITMENT

We keep it easy. There are no contracts and no long-term commitments.

## Choose From Two Services and Customize Your Budget

### LEADS ONLY

Our Leads Only option is perfect for those who want to do the printing and mailing themselves.

**30¢**  
per lead

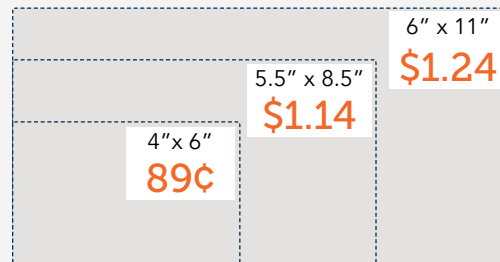
Homeowner Name  
Address  
City, State Zip

#### LEADS

- Homeowner name and address
- Each weekday's newest leads
- Choose your criteria by: radius, or zip codes, or county
- Min/max asking price of home
- Receive an XLS spreadsheet of leads & PDF formatted to print to labels

### LEADS plus POSTCARD FULFILLMENT

Leads with postcard fulfillment is our full-service option where we print and mail your postcards for you.



Price includes everything:

#### LEADS

- Receive an XLS spreadsheet list of homeowners mailed a postcard each weekday

#### ASSEMBLE MAILINGS

- Print & address with homeowner name
- Mail automatically every day



#### PRINTED POSTCARD

- On demand printing - no minimums!
- Quality stock (Full color on 2 sides, 16pt & UV coated 1 side)



#### POSTAGE

- First class for quick delivery!



**CONTACT US TODAY AND START MAILING!**

**CALL : 303-443-0767**

or VISIT [www.MovingLeads.com](http://www.MovingLeads.com)  
email: [sales@fmadata.com](mailto:sales@fmadata.com)

