

## Timed, Targeted Marketing to Homeowners Has Never Been Easier!

One of the first signs that a homeowner is going to need a mover is a “for sale” sign in their yard. We monitor the real estate market and provide a daily list of new and pending leads so that you can fill your calendar with more profitable moves.

### NEW MOVING LEADS

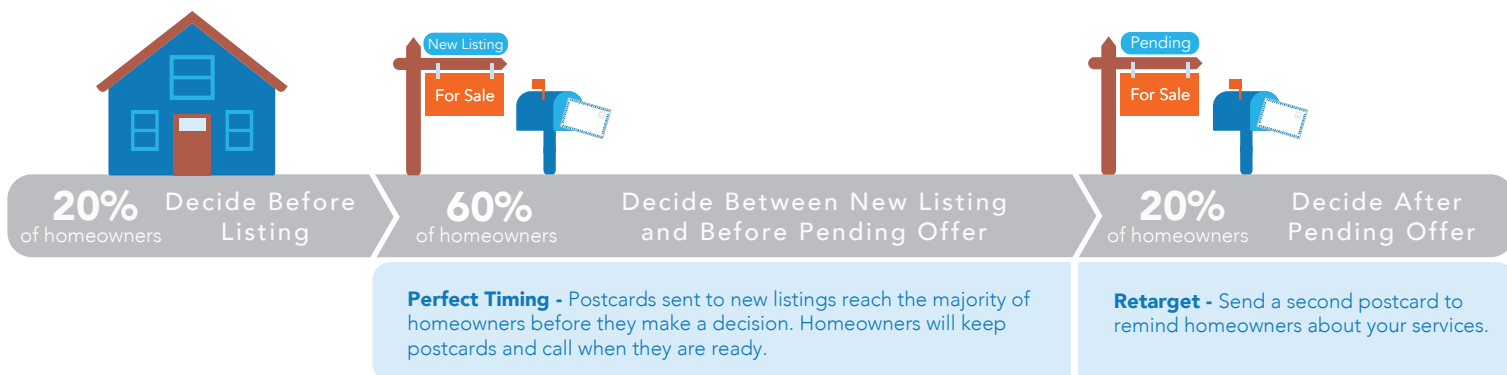
- » Postcards reach homeowners within days of listing
- » Verified to be homeowner owned and occupied

### PENDING LEADS

- » A second postcard reaches homeowners when their move is imminent
- » Always re-verified to still be owned and occupied

## When Will Homeowners Hire a Mover?

Time your mailings so you can reach the most opportunities.



## Why Use MovingLeads.com for Leads and Postcard Mailings?

Since 2003, we have provided the moving industry with the highest quality moving leads. We source, filter, and build our own lead lists, so we know our leads meet the strictest standards. Combined with our digital printing, we offer our customers the best services to boost their marketing success.



### TIMING

Our daily service ensures that you receive the freshest leads.



### TARGETED

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



### QUALITY

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



### PRICING

We offer budget friendly, convenient pay-per-lead or per-postcard services.



### PERSONALIZATION

We provide a homeowner name instead of generic phrasing like “Current Resident.”



### COMMITMENT

We keep it easy with no long-term commitments or monthly subscriptions.

# HASSLE-FREE DIRECT MAIL

Moving Leads and Postcard Fulfillment



## Direct Mail Works for Movers

Direct mail provides the best reach of any marketing campaign since movers can connect with 100% of the homeowners who are planning a move and meet their criteria. Postcards are a proven way to reach homeowners during their decision-making process and result in phone calls and website visits.

### WITH DIRECT MAIL, MOVERS CAN:

- » Target specific areas and larger moves for a better ROI
- » Proactively reach homeowners at the right time with the right message
- » Beat the competition and contact homeowners first
- » Set quantities to fit any budget



## Choose From Two Daily Services

### LEADS ONLY

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

**30¢**  
per lead

Homeowner Name  
Street Address  
City, State Zip

### No Minimums



#### LEADS

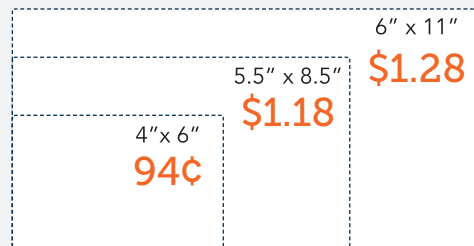
- Receive an XLS spreadsheet of leads and PDF formatted to print to labels
- Homeowner name and address
- Daily New and Pending Leads

#### CHOOSE CUSTOM CRITERIA

- Min/max asking prices
- Mile radius, counties, or zip codes

### LEADS plus POSTCARD FULFILLMENT

Our full-service option - we print and mail your postcards for you the **same day** leads are available.



#### Minimum Record Limit of 200 Postcards per Week



#### LEADS

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



#### PRINT

- On-demand printing
- Quality stock: Full color, 16pt, and UV coated on one side



#### MAIL

- Addressed with homeowner name
- Mail automatically **every day**
- First class postage for quick delivery

## Graphic Design Services and Set-Up Fees

### BASIC SETUP | \$50

Submit your existing design as a PDF. Our designer ensures it's set-up properly for print and sends it to our printer for production.

### TEMPLATE DESIGN & SETUP | \$150

Select one of our template designs that we offer. Our graphic designer customizes each template to fit your brand look and feel. Our designer also ensures your postcard is set-up properly for print.

### CUSTOM DESIGN & SETUP | \$350+

Our designer can also design a postcard from scratch. \$350 is 4 hours of design time plus setup with our printer. Graphic design fees are billed at \$75 per hour at minimum of 15 minute increments.

**Get Started Today! CALL 303-443-0767 or VISIT [MovingLeads.com](http://MovingLeads.com)**