

Business Cultivation Tool POP-200, Pop Up Postcard

Coldwell Banker Gundaker real estate purchased the POP-200, pop up postcard for three of its regional offices. Each agent in these offices was asked for a list of potential listings. A generic postcard was produced. The pop up portion had a punch-out coupon for a free movie rental at Block Buster. To personalize the cards, each agents' business card was inserted into the pocket of the postcards going to their submitted list.

During the two weeks following the mailing, the three offices signed 18 new listings and continue to receive positive feedback and additional sales.

These were mailed first class with a \$.39 stamp attached for a personal touch.

Let The Chest do fulfillment for you!

