



Success Story - Spartan Real Estate

Spartan Real Estate is a developer and associate real estate broker in Okemos, Michigan, that has long tried to be more successful in creating property awareness.

Kathy Johnson, General Director of the agency explains: "Advertising a property works, but this doesn't always do the trick. Especially, when a particular house is just not selling, you have to put in the extra efforts to find the right buyer for it. It's always been my challenge to find and link the right person with such a house."

Then, Brian O'Connor suggested sending a personalized picture of these homes to certain potential customers. "The idea is to send a post card with a picture of the house, and the name of each person on the front", explains O'Connor. "It presents the home as your own, and helps to evaluate if you want to pursue it".

Johnson agrees: "A home is something very personal, so I liked this personalized approach from the start. We first used the concept on a \$300,000 house and sent the personalized post card to selected potential customers out of our database. The house was sold in a week!"

Real Estate developer sells a \$300,000 home with a simple post card!

O'Connor concludes: "Thanks to the personalization aspect, made possible by PrintShop Mail, was crucial to this campaign. And it yielded us with a much more loyal customer!"