

Your  
Picture  
Here

Selma Homes  
REALTOR®, President's Club  
Multi-Million Dollar Producer  
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F. C. Tucker Company's

# MARKET WATCH

The latest news on your local real estate market conditions.

Volume 1, Number 1



## Custom Newsletter Increases Retention of Valued Clients

Real estate professionals are constantly being challenged to find cost-efficient, effective ways to reach and maintain new customers.

Understanding this need, F. C. Tucker sponsors a custom MARKET WATCH newsletter program to provide agents an avenue to reach their current and potential customers on a monthly basis. The MARKET WATCH newsletter delivers valuable information about the metro Indianapolis real estate market.

All you need is a photo, and for a nominal cost (rates are on the

other side) the F. C. Tucker MARKET WATCH newsletter program will print a customized newsletter with your picture and agent information.

The MARKET WATCH newsletter can then be delivered directly to your clients or to you at your office. It's your choice.

As a REALTOR®, take advantage of this economical opportunity to market yourself to potential customers.

Just fill out the reverse side, send in your photo and your MARKET WATCH newsletter subscription can begin.

(This sample depicts the front side of a two-sided newsletter.)

Home Sales- By County

Year	County 1	County 2	County 3
Nov. 2005	Low	High	Medium
Nov. 2006	Medium	Low	High

Legend: ■ Nov. 2005 ■ Nov. 2006

### I Appreciate Your Referrals

As your neighborhood real estate expert, much of my business comes from friends, neighbors and satisfied past clients. If you know someone looking to buy, build or sell a home, have them give me a call!

# F. C. Tucker MARKET WATCH Newsletter

## Rates/ Services/ Order Form (effective January 2008)

### Production/Mailing Services

#### ENROLLMENT IN THE MARKET WATCH

- Full service mailing - \$55 per hundred  
Minimum order of 100
- Newsletter only - \$25 per hundred  
Number ordered \_\_\_\_\_  
(delivered flat - minimum order of 100)

### Mailing List Changes

**Electronic** - No charge. Agent provides an updated electronic file to replace existing file via e-mail or on a disk in an IBM format (Excel or Access). **File must have the following field separations: first name, last name, address, city, state and zip code. If list is received with any other field separations a \$10 fee will be assessed.**

**Manual** - 25 cents per deletion, addition or change. Agent provides individual names (on provided input sheets) via fax or mail.

### Copy Changes

Changes to the agent copy block, including new photos, can be made for a processing fee of \$10. Please use the agent information form in the next column to make these changes.

### Copy of Agent Mailing List

**Electronic** - No charge. Agent may request a copy of their electronic mailing file to be sent via e-mail at no charge.

**Hard Copy** - \$5. Agent may request a hard copy mailed to him at any time for the above charge.

### Deadlines

All updates to existing mailing lists or copy changes of agent information must be received by the 20th of the month prior to the issue month.

Quantity changes for personalized newsletter delivered flat must be received by the 20th of the month prior to the issue month.

### New Agents to the Program

A list provided in an electronic format (via e-mail or a mailed disk) in either a comma-delimited text or **Microsoft Excel or Access format with the following fields: first name, last name, address, city, state and zip code, will be set up for no charge.** Lists provided in a hard copy format (typed or legibly handwritten) will be charged 25 cents per record (name and address) for input. Photos can be provided in tiff format or hard copy. New agents will be assessed a one-time set-up fee of \$25.

### New Agent Information

Name: \_\_\_\_\_

Office: \_\_\_\_\_

Office Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Voice Mail: \_\_\_\_\_

Pager: \_\_\_\_\_

Mobile/Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Designations: \_\_\_\_\_

Achievements: \_\_\_\_\_

(i.e.: President's Club, Multi-Million Dollar Producer)

Other: \_\_\_\_\_

### Contact Information

Please send changes/orders to Robbie Hunt in Corporate Communications at: 317-472-2947, or at: robbie@talktotucker.com. Or, you may fax orders to: 317-571-5671.

- Please cancel my newsletter subscription.

Date effective: \_\_\_\_\_

Associate's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Manager's Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**Indianapolis**  
MONTHLY