

**YOUR
PHOTO
HERE**

Selma Homes
REALTOR®, President's Club
Multi-Million Dollar Producer
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**TALK TO
TUCKER**
www.TalkToTucker.com

TUCKER TALKS REAL ESTATE



REALTORS

Volume 20, Number 4

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 newsletter program to provide agents an avenue to reach their current and potential customers on a monthly basis. This newsletter delivers valuable real estate information, home improvement tips and a new recipe every month.

All you need is a photo, and

for a nominal cost (rates are on the other side) the F. C. Tucker agent newsletter program will print a customized newsletter with your picture and agent information.

The 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 newsletter subscription can begin.



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!

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

F. C. Tucker REALTOR® Newsletter

Rates/Services/Order Form

Production/Mailing Services

- 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 REALTOR® 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 REALTOR® 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