



Louisville Title and You. Growing our Business Together!

Joint Advertising Postcard Marketing and Follow Up Program

We are excited to offer you shared marketing materials to help you build your business with a professionally designed Postcard Program and Follow-Up Program. By sharing advertising resources with Louisville Title, individual costs are reduced and business is developed more effectively. Together, we can create unique marketing materials to obtain leads and new business referrals.

Postcard Program

The postcard mailing program may be used to promote your listings and sales and to market yourself. You can customize your marketing to mail either to your farming list or a selected neighborhood using the list selection feature on the site. Your farming list may be uploaded by you at no charge. The postcard cost includes product design, personalization, printing, postage and mailing.

Follow Up Program

- The first week your clients will receive *a full set of handy peel and stick address labels* welcoming them to their new home and *a keepsake quality photo of their new home featuring a thank you message from you. Touch your client 23 times over 5 years for only \$15!*
- Then, **10 Issues of lifestyle magazine Today's Living**. This unique magazine is brimming with editorial features on such topics as home improvement, decorating tips, family life, hobbies, travel, and more. This beautiful magazine will be sent to your clients both in the Spring and Fall reminding them that you appreciate and remember them and are customized with your picture, logo and contact information.
- PLUS, **12 Customized attention-getting premium quality action cards**, help you build your personal brand through this series of. These stunningly beautiful home-themed series of cards to help keep in touch with your clients letting them know you remember them and appreciate their recommendation to friends, co-workers, and family.

Note: Mailing labels and thank you postcard mailed 1week after order placed. The Today' Living Magazine goes out the Spring and Fall. In years 1, 3 & 5 postcards mailed June and August and years 2 & 4 June, August and December.

How do I do all this? It's Easy!

After signing up through your Louisville Title Marketing Representative, just send your picture and your company logo to agentphoto@tmpco.com. In the subject line indicate your name and in the message provide your contact information. When pictures of the homes you sold become available please send them and the address to propertyphoto@tmpco.com so they can send your clients the follow up program. In the subject line indicate your name and in the message provide your contact information.