

Client Follow-Up

ProPower™ Program

21 mailings
over 5 years

\$25

per client
postage included

The secret to
growing your
real estate
business
happens after
the sale.

THE *Personal*
MARKETING CO.

tpmco.com
800.458.8245

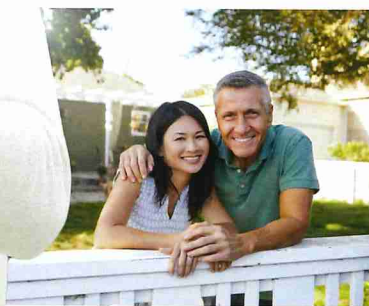


Why it works

Staying in touch with past clients generates referrals and repeat business.

Referrals: Your last client is likely to know **at least 5 other people** who are ready to **buy or sell**. Make sure they refer you so you'll get those 5 commissions.

Repeat business: Your clients may need your services again in a few years due to a growing family, job change, etc. What if they forget how to contact you? The ProPower Program keeps you top-of-mind for 5 years. **Yes, 5 years!**



21 mailings
5 years
\$25 per client
Postage included

Year 1

Week 1
Welcome
Package

February
Postcard

August
Postcard

May
Magazine

November
Magazine

Year 2

February
Postcard

August
Postcard

May
Magazine

November
Magazine

How it works

Welcome package

The first mailing your clients will receive is a package containing a thank-you postcard and a set of peel-and-stick return-address labels for their new home.



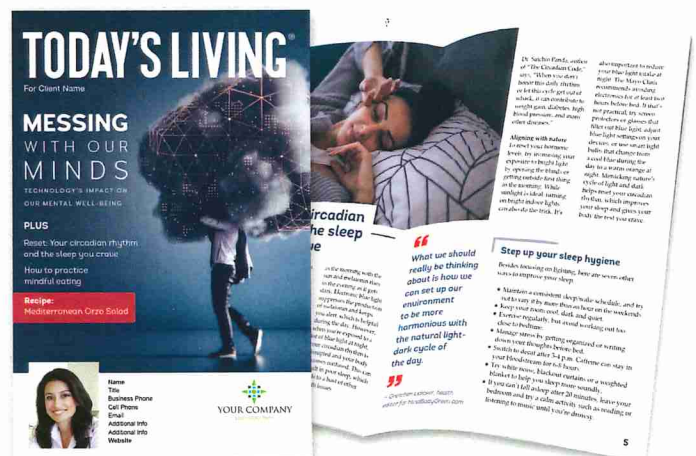
10 Postcards

These attention-grabbing postcards remind your clients how important they are. The postcards are received each **February** and **August** for 5 years.



10 Magazines

Home decor, lifestyle trends, travel tips, recipes, and more - *Today's Living*® magazine has it all. This 20-page publication is received every **May** and **November** for 5 years.



You'll receive an order confirmation email after each enrollment and an email notification after each mailing so you're up to date!

Year 3

February Postcard | August Postcard

May Magazine | November Magazine

Year 4

February Postcard | August Postcard

May Magazine | November Magazine

Year 5

February Postcard | August Postcard

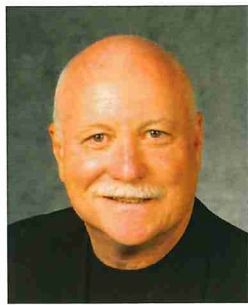
May Magazine | November Magazine

Testimonials



“ The ProPower Program is a great tool to help you stay top-of-mind with your client base. It is **cost effective and effortless** for the agent. Just enroll clients into the program and let The Personal Marketing Company do the rest. **Your clients will always come back to you** for years to come. ”

- Sandy Jamison, San Jose, CA



“ We have been using the ProPower Program for 15 years. It is no coincidence that **our business has grown over 500%** in that time. This program has been hugely instrumental in our continued growth because of the constant contact by our professional agents. ”

- Wayne Murray, Houston, TX

Don't be forgotten: 73% of buyers would definitely use the same agent again, but only **25% actually do.**

- NAR Field Guide to Quick Real Estate Statistics

21 Mailings. 5 years. \$25 per client.

All creative, production, postage, and personalization included.

Order now: **tpmco.com/cfu**

Call: **800.458.8245**

Email: **info@tpmco.com**