



Case Study

Dale Ross Realty Group

Agent Easily Achieves 10x ROI with Trusted Marketing Tool

Customized Direct Mail Newspapers Engage Local Readers and Generate Leads

Customer Profile

Dale Ross is a real estate agent serving the Greater Houston area in Texas.

Challenges

- > Increase listings.
- > Maximize marketing ROI.
- > Reduce effort.

Solution

- > Customized, direct mail neighborhood newspapers

Results

- > The newspaper generates an average of 250 listing per year and Dale closes roughly half of them.
- > Dale consistently achieves a 10x ROI.
- > Switching from overused postcards and newsletters saves Dale and his staff more than 20 man-hours per mailing.

One of the first things Dale Ross learned at the start of his career was that if he had all the listings, he'll have all the sales.

That advice stuck with Dale and it remains the bedrock of his marketing plan.

THE PROBLEM Traditional Real Estate Marketing Tactics Aren't Cost Effective

For 15 years, Dale used postcards as his primary marketing tool. He went from mailing 200 postcards each month to 1,800 every three weeks.

They performed okay.

However, because Dale wanted to increase his average sale price, he created a newsletter that cost him 80 cents each and 20 hours to complete.

Dale needed an easier and more cost effective way to differentiate himself from his competition and generate more listings.

THE SOLUTION Customized Direct Mail Newspapers

To meet his financial objectives, Dale turned to Discover Publications. He found that customized direct mail newspapers supercharge lead generation because:

- Newspapers are attractive soft-sell vehicles
- They combine the power of direct mail with the know, like, and trust approach to marketing.
- People prefer them over postcards
- Rather than delivering information that you want prospects to have, newspapers deliver the information that prospects want.
- Newspapers have a long shelf life and are read by multiple people.

"When I looked over samples from Discover Publications, my head started spinning with possibilities,"

says Dale. "I was in La-La Land when I first got them, read them, and understood what they were all about."

DALE'S INCREASING DISTRIBUTION



In addition to advertising for listings, offering a free market analysis, and providing other helpful information. Dale directs readers to visit his website. While there, they can find detailed information about the value of their home as well as additional services that he offers.

These tactics enable Dale to fully integrate his newspaper into his comprehensive marketing plan.

THE RESULTS Tailoring Content to the Local Market = Success

Dale had done his homework. He discovered that a large number of his readers would be engineers who would respond to facts and figures. So, to engage this audience, Dale decided to include a lot of statistical information about home values.

His newspaper was a huge success.

Realizing that he can distribute more newspapers for a modest increase in cost, Dale has continued to increase the number of newspapers. Currently, they represent 70% of his marketing budget.

Exclusivity Has Its Benefits

Because Discover Publications offers exclusive access to the ZIP code that Dale selected, he is in an excellent competitive position.

This strategy completely aligns with what he learned at the beginning of his career: If you have all the listings, you'll have all the sales

Customized Newspapers Deliver an Outstanding ROI

High-quality localized content, ease of distribution, and ZIP code exclusivity has helped Dale achieve an outstanding ROI.

Now, he is able to exceed his financial goals with much less effort.

250 Leads Annually



100 Closings



\$7,000 Commission



10x ROI

It Pays to be Unique

"No one else is doing this in my area," Dale explains. "Sure, it's an appreciable expense, so the average agent isn't going to make the investment. They simply don't have the mindset that they need to spend money to make money. I'm an eternal optimist. I've gotten to where I am now by reinvesting in myself and my company, and it's treated me very well."

So, what does Dale think about Discover Publications?

"I wish I had invested in customized newspapers 10 years earlier!"

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- Dale Ross



About Discover Publications

Founded in 1995, Discover Publications is a national marketing firm offering unique, customized, and location-specific direct mail publications to real estate agents. For more than two decades, Discover Publications has created, printed, and mailed more than 87 million custom publications for clients who consistently share that this is the most innovative and powerful marketing tool they have ever encountered. Discover Publications is the real estate marketing expert.



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