



# MarketDominator<sup>SM</sup>

**Become a Neighborhood Real Estate Brand and Own a 20% Market Share!**

## Executive Summary and User Resource Guide

The Market Dominator System<sup>SM</sup> was developed to help real estate agents take advantage of the United States Postal Service's *Every Door Direct Mail*<sup>TM</sup> product, with the lowest postage rates available today, and leverage the powerful 3-7-27 Law of Branding. The Postal Service's EDDM product's pricing, unlike their other products, is the same whether it is an 11" x 6" or a 12" x 15" poster. So for the same price, you are able to maximize your impact with a 12" x 15" poster-sized mailing which allows you to:

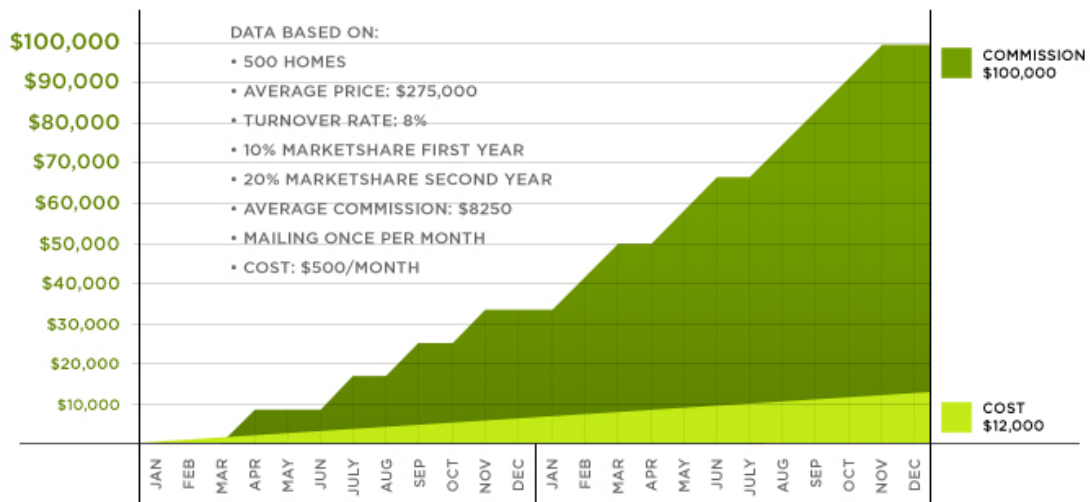
- Stand out from your competitors
- Maximize your message
- Saturate the entire neighborhood

### The 3-7-27 Law of Branding tells us it takes:

- **3** Impressions to begin to develop name recognition
- **7** Impressions for consumers to put your name with your business
- **27** Impressions to become a BRAND NAME in the mind of consumers

According to the National Association of REALTORS<sup>®</sup> most transactions occur after the 5<sup>th</sup> contact. Most agents stop at three.

## TWO YEAR PROJECTED RETURN ON INVESTMENT



## Why should you use the Market Dominator System?

To control a 20% Market Share of a Geographic Area by becoming a Brand Name. When you are a Brand Name in a Geographic Area of 500 to 5,000 homes, several great things happen. You are the area Expert. You spend less time learning and more time executing. Your Listing Presentations are a breeze because you have the Proven Results. Your phone rings every month and you own 20% of all the listings in the area! Your income skyrockets to a professional level...with less work. There really is no other competition – You become the agent to compete against. The best part is you have 10 to 50 listings a year.

You don't become a brand name overnight. Research proves it takes 27 impressions. But not just any impression – relevant impressions that are congruent with giving consumers compelling reasons to call you – impressions that establish you as a professional who gets results – impressions that educate with information that consumers actually look forward to receiving every month!

The reason that less than 5% of all agents nationwide accomplish owning a 20% market share of a geographic area is:

1. They don't commit to a long term strategy
2. They don't see an immediate return on investment
3. They get too busy working in their business and don't devote the necessary resources to work on their business

The Market Dominator System actually provides a system where the work is already done for you. A new Market Dominator is released each month. It is designed so that you don't have to touch it...but you have the flexibility to make any changes you want.

## The Market Dominator is the best!

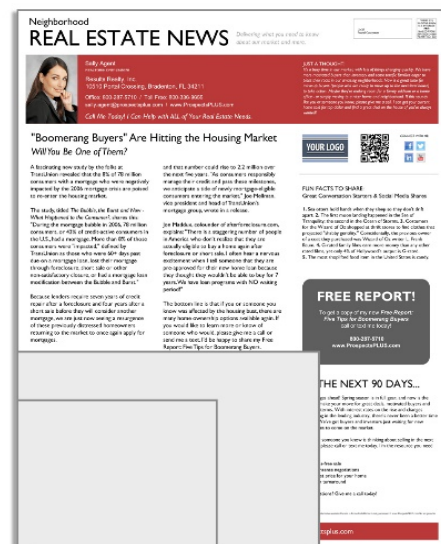
- 12" x 15" poster size
- Six times the impact of a standard postcard
- Maximum message
- Impossible to ignore
- Agency design every month
- Copywriting that drives response
- Current impactful market infographics
- Direct response offers
- Relevant content-rich articles
- Fun-to-share facts with a shelf life

## Released Every Month - Only \$1.18 Each.

- Exclusivity by carrier route
- Editable if desired
- Printed on FSC certified paper
- VIP customer care & support
- Printed and delivered to the post office

## Six Times the Size and Impact of a Standard size postcard!

Market Dominator - 12" x 15"



Standard Postcard  
5½" x 4¼"

Jumbo Postcard  
8½" x 5½"

## **What Carrier Routes should you choose?**

An average carrier route has between 300-500 homes, and to take advantage of the EDDM pricing, you must take an ENTIRE route. There's no ability to slice and dice a geographic route to select JUST the homes you want. The good news is at the EDDM price, saturation mailing is affordable and you have the advantage of literally being in EVERY mailbox in your targeted area.

Select an area where there is between a 5-10% turnover in homes. (Look to your local MLS statistics to see which neighborhoods are turning over new listings.)

Do NOT choose a carrier route where there is already a top agent with more than 10% market share. It will be more difficult and take much longer to take away market share from somebody strong than it is to find a less saturated market and OWN it faster.

**THAT'S IT.** Once per month, we'll email you that your next Market Dominator is ready to be mailed. If you like, you can log into your account and make changes to the Market Dominator before it's mailed. If you want a "hands-off" experience, do nothing – and we'll send it for you automatically! It couldn't be easier. We'll then print, bundle, handle all the Every Door Direct Mail paperwork for you, and take your Market Dominator to the post office to be delivered!

**Need help getting started? Call our VIP Marketing Team at 855-383-6646 today!**