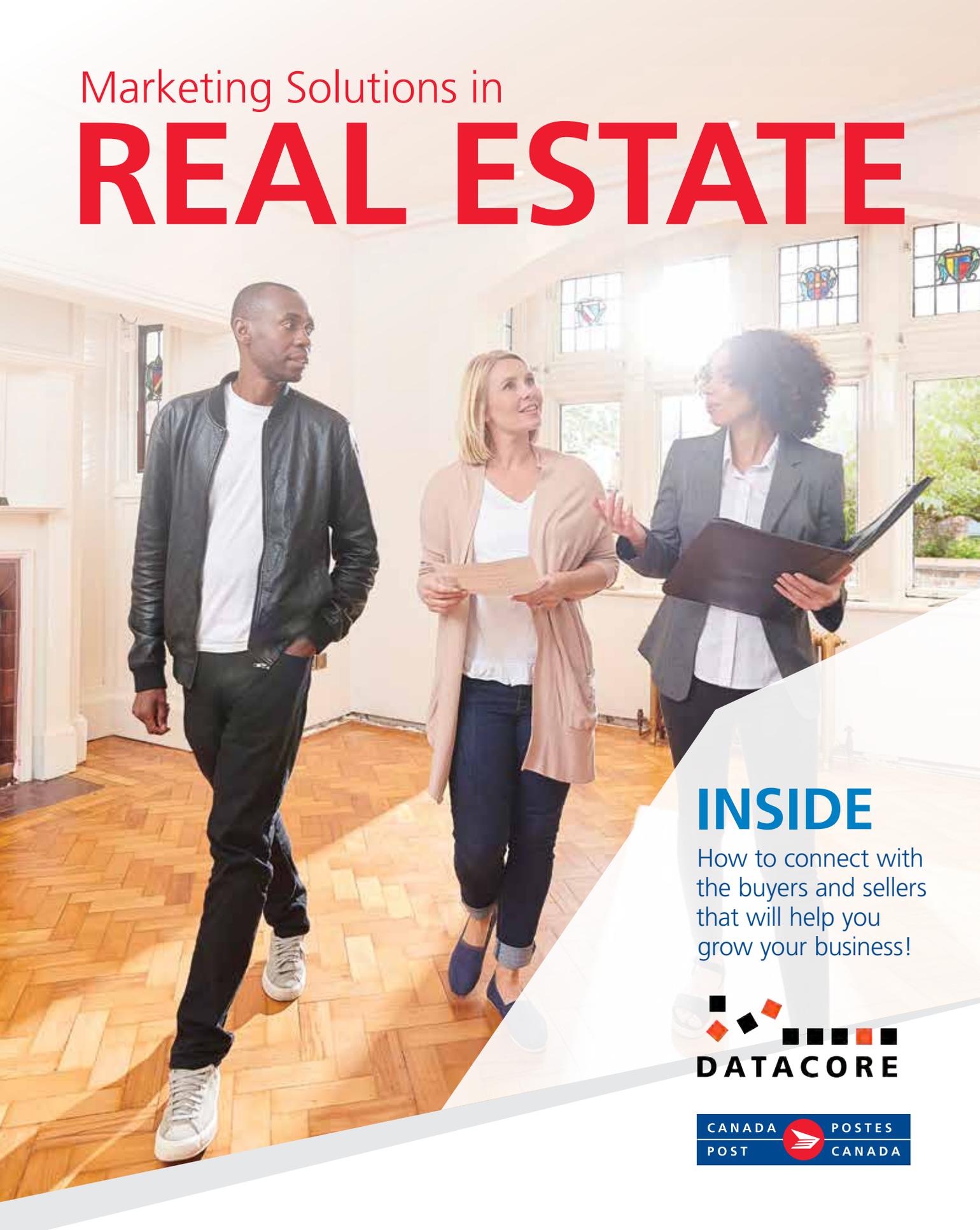


Marketing Solutions in

REAL ESTATE



INSIDE

How to connect with the buyers and sellers that will help you grow your business!





“When they have something in their hands it means more.”

– Michael de Freitas, RE/MAX real estate broker
See full Q & A page 18.

INSIDE

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A MESSAGE FROM OUR CEO



“Our goal is to provide you with the actionable insight you need to thrive in today’s competitive environment – and we’re excited to help you close the deal.”

Doug Ettinger
President and CEO
Canada Post

With so many options in marketing today, it’s hard to know what choices to make. We’re hearing that conveyed more and more, whether it’s from fashion retailers, tech start-ups or real estate agents like you. How do you connect with the people who can grow your brand? How do you best reach, in your case, the buyers and sellers who will build your business? How do you get people’s attention?

We created this booklet to share with you the knowledge we’ve learned about marketing in your industry. Throughout these pages, you’ll find out why direct mail is a critical tool to have in your marketing mix, and how you can get the most from it.

We’re going to help you understand how marketing can help you overcome the challenges your industry is experiencing right now. We’ll show you different ways you can use direct mail – whether on its own or integrated with your digital campaigns – to build trust, drive leads and increase repeat and referral business (p. 8).

We’ll show you how you can easily target today’s most valuable demographic cohorts with our powerful and free online Precision Targeter tool (p. 10). We’ll show you how to use direct mail between sales, a strategy that can help keep your name top of mind year-round. (p. 16)

In putting these pages together, we’ve talked with agents – like veteran real estate agent Michael de Freitas who appears on our back page Q & A – and marketers who specialize in the real estate industry. We’ve conducted research so you have the kind of valuable stats that can help you make good decisions.

Our goal is to provide you with the actionable insight you need to thrive in today’s competitive environment – and we’re excited to help you close the deal.

A handwritten signature in black ink, appearing to read "A. Goldstein".



“Direct mail is still the most reliable way of reaching people. It’s opened up in the home and it’s looked at in a more relevant environment.”

Allan Goldstein, President and CEO of Morris Real Estate Marketing Group



Five key challenges facing real estate agents today

It's a fast-paced world, and businesses need to be constantly evolving if they're going to succeed. Real estate is no exception.

Today, the changes redefining this industry are creating incredible challenges for marketing, particularly how agents form, build and maintain relationships with their clients. Agents must be savvy in order to conquer this new landscape – and it all starts with better understanding it.

Take note of these five changes and challenges facing real estate agents today:



1 **Increased competition**
With more than 120,000 real estate agents in Canada, there are today more agents and fewer units, which means that competition for clients is fierce.



2 **Shifting demographics**
The new segments driving today's market bring with them new expectations and needs. Millennials spend more time researching, focus more on neighbourhoods and schools, and value personal connections with their agents. Meanwhile, newcomers – interested in urban centres – are also making an impact, with seven out of 10 buying a home within five years of landing in Canada.



3 **Disruption**
Buyers and sellers have greater direct access to digital information, while online alternatives are fuelling DIY real estate transactions. Agents must also contend with the impact new investment rules are having on their clients and ongoing market volatility.



4 **New marketing channels**
While connecting with buyers and sellers has never been more important, it's also never been more complex. With more channels like digital and social to choose from, it's harder to keep up with the best ways to reach your potential clients because each decision risks wasting your marketing dollars.



5 **More to do, less time and money to do it with**
Performing multiple roles every day, today's agents operate in a time-crunched, volatile environment, where every dollar spent affects the bottom line. The solutions for acquiring and retaining clients need to cut through the daily clutter and work.

The good news

These challenges are also opportunities that the informed agent can seize. Keep reading. In this booklet we'll show you how direct mail can be used, targeted and integrated with digital to help you better connect with the audience that is important to you and your bottom line.

THE POWER OF PHYSICAL

How direct mail can boost your business

When it comes to marketing for real estate, direct mail is unlike any other channel. It cuts through the advertising clutter and gives you what you need most – results. That’s why even in the digital age, it remains the go-to channel of top agents.

“This one client received a DM piece from me about four years ago and she hired me,” says RE/MAX real estate agent Tim Hill of Westminster, B.C. “Then a few years later, her father called me because he wanted to sell his condo. Now, that original client is also looking to move. From that one DM piece, I got three pieces of business. A pretty awesome return, no?”

But getting those awesome returns rests on your ability to get the most out of the channel. Start with knowing exactly what direct mail can do for you and your business.

BUILD AWARENESS AND RECOGNITION

The numbers: When you add direct mail to your digital campaigns, you drive 39% more attention, 10% higher brand recall and 5% greater emotional response.

The insight: Getting your name noticed and remembered is table stakes for your business, and direct mail is the key tool for making that happen. Top agents use direct mail throughout the year to ensure past and potential clients have a physical reminder of who they can turn to when it’s time to buy or sell a home.

The tip: Don’t forget to include your name, contact information and a pro head shot.

STRENGTHEN TRUST

The numbers: 57% of consumers feel more valued when brands contact them through mail.

The insight: Buying and selling a home are the most important transactions of your prospective clients’ lives. *Trust is critical.* You can build trust by reinforcing your experience and

featuring your successes. Agents do these by sending direct mail items that showcase recent sales and satisfied clients.

The tip: From the paper to the design, the quality of your direct mail item reflects the quality of service you hope to provide, so make sure your items look professional. It’s all about credibility.

GET NEW CLIENTS

The numbers: 79% of Canadians save direct mail received in their mailbox, while 34% of Canadians always or sometimes display advertising mail of interest to them in their homes.

The insight: Simply put, getting prospective buyers and sellers to hire you is the lifeblood of your business. Direct mail helps you do this by physically putting your brand into your prospects’ hands and into their

homes, where the decision to buy or sell a home is made. Because it lingers in the home, your direct mail item will continue to work for you until your prospects are ready to reach out.

The tip: Whether it’s to attend an open house or to contact you, include a clear call to action that’s easy to locate on the mailer, so recipients know exactly what they’re supposed to do.

DRIVE REPEAT BUSINESS AND REFERRALS

The numbers: 68% of Canadians say they are likely to share advertising received in their mailbox.

The insight: A single direct mail piece can live well beyond the day of delivery. When people receive a relevant item in the mail, they’ll keep it, display it and even share it with others. That makes direct mail an ideal channel for building repeat and referral business.

Top agents use it throughout the year to tell their story and keep their brand awareness strong.

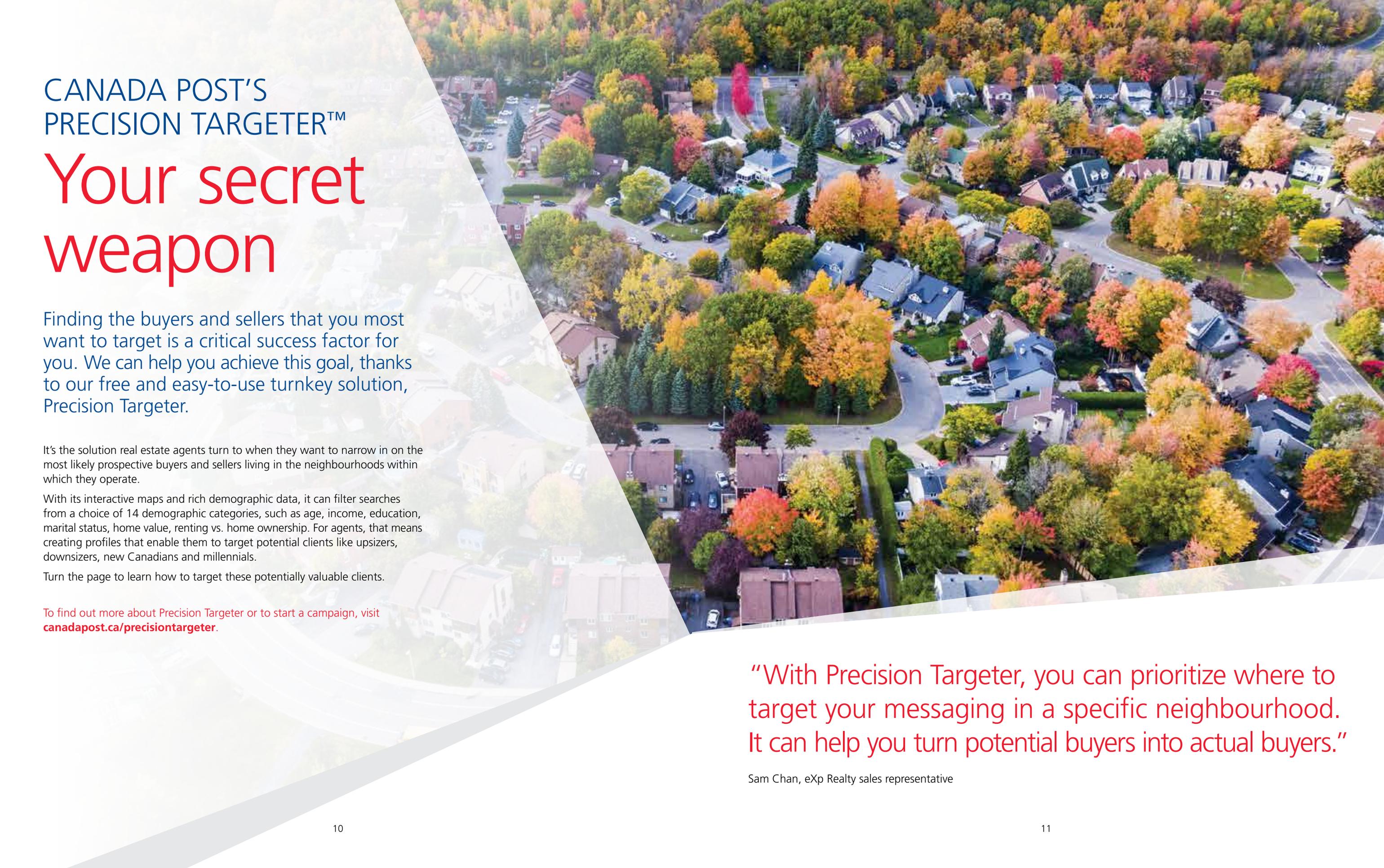
The tip: Take advice from real estate marketer David Greenspan of MindShare101: “Paper that delivers a relevant message on a predictable, repeated basis is key. You really want referrals? Make sure your key audience can recall your name at light speed. They hear ‘real estate’ – your name is their reaction. That’s how you get referrals.”



Integrate your mix

Did you know that compared with single-media digital campaigns, integrated direct mail and digital campaigns elicit significantly more attention?

It’s true. People spend 186 % more time with integrated direct mail and display campaigns than display-only campaigns – that’s 40 seconds vs. 14 seconds. The trick to successfully integrating your mix is to ensure items online have the same look, feel and tone as the items you send in the mail.



CANADA POST'S
PRECISION TARGETER™

Your secret weapon

Finding the buyers and sellers that you most want to target is a critical success factor for you. We can help you achieve this goal, thanks to our free and easy-to-use turnkey solution, Precision Targeter.

It's the solution real estate agents turn to when they want to narrow in on the most likely prospective buyers and sellers living in the neighbourhoods within which they operate.

With its interactive maps and rich demographic data, it can filter searches from a choice of 14 demographic categories, such as age, income, education, marital status, home value, renting vs. home ownership. For agents, that means creating profiles that enable them to target potential clients like upsizers, downsizers, new Canadians and millennials.

Turn the page to learn how to target these potentially valuable clients.

To find out more about Precision Targeter or to start a campaign, visit canadapost.ca/precisiontargeter.

“With Precision Targeter, you can prioritize where to target your messaging in a specific neighbourhood. It can help you turn potential buyers into actual buyers.”

Sam Chan, eXp Realty sales representative

CANADA POST'S PRECISION TARGETER

Reaching upsizers, downsizers and new Canadians

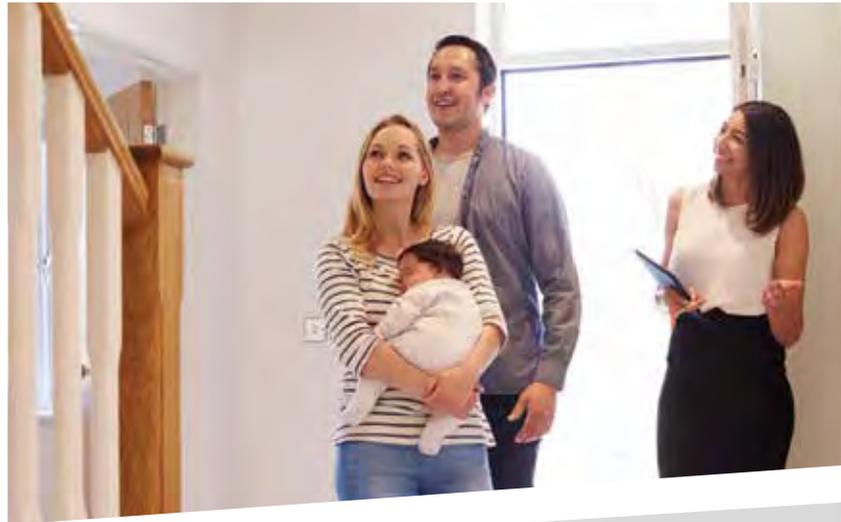
Millennials are just one segment that real estate agents can target. But there are other valuable groups of Canadians to reach.

Canadian home buying and selling behaviours are often triggered by key life stage milestones that fall into two categories: upsizers and downsizers. You can easily target these groups using Precision Targeter and execute campaigns that deliver results.

TARGETING UPSIZERS

Within the first 15 years of entering the labour force, Canadians tend to transition to new life stages, namely marriage and growing families, that motivate them to seek larger homes. To target these upsizers in Precision Targeter you could select these filters:

Age range: 20-39
Household income: \$80,000+
Marital status: Married, common law



TARGETING DOWNSIZERS

Many older Canadians experience changing living needs. This includes empty-nesters and snowbirds transitioning to single-level housing and condos or leaving the home ownership market entirely after retirement. You could target downsizers using these Precision Targeter filters:

Age range: 50+
Household income: \$60,000+
Building occupancy: own



WORK WITH A PARTNER FOR MORE TARGETING OPTIONS

TARGETING NEW CANADIANS

Another valuable segment that agents can target consists of new Canadians. About 70% buy homes within five years of settling in Canada, and some \$2.55 trillion in foreign assets will move into Canada over the next 10 years, a large percentage of which will be invested in real estate.

You can work with a Canada Post partner and access additional data to target this segment.

Period of immigration: 2012 to present
Household income: \$80,000+
Credit score: M 650-750, H > 750



Canada Post Smartmail Marketing Partner™ program For agents who want to get serious about their targeting game

Canada Post is connected with more than 250 partners across the country who are direct mail marketing experts.

Agents use partners for a variety of reasons: to develop creative that drives consumer attention, emotional engagement and brand recall; to better integrate their marketing mix across channels; and to ensure their

mailings meet all print and processing requirements.

In addition, agents can access advanced analytics, targeting and campaign integration through a designated Smartmail Marketing Expert Partner™.

To connect with our expert partners and local partners, visit canadapost.ca/directory.



If you are looking for a Smartmail Marketing Partner™ with expertise in servicing the real estate industry specifically you may want to reach out to



IMMO SQUARE
www.immosquare.com
1-833-237-5110
Contact: Hugo Welsch
contact@immosquare.com



KiTS Keep-in-Touch Systems
www.kitspak.com
www.mindshare101.com
905-731-7455
1-888-548-7725



Morris Real Estate Marketing Group
www.morrismarketinggroup.com
Contact: Phil Hollander
1-800-308-6134
realestate@morrismarketinggroup.com

Names and contact details of Smartmail Marketing partners are provided solely as a convenience. Partners are independent contractors and are not affiliated with Canada Post. Canada Post assumes no liability in connection with any partner or its activities.

TARGETING MILLENNIALS

How to reach one of today's most lucrative segments

If there's one segment driving today's real estate market, it's millennials. They represented 36% of all sales in 2017, and 66% were first-time home buyers. Building relationships with this group – specifically the top 20% earners within it – can make a big difference to the bottom line. So how do you do it? Start by knowing who they are and what they think.

Millennials know they have to get into the market now, or risk being priced out of it, and 87% know owning a home is a good investment:

- 61% would like to buy a detached home – 36% believe they can afford it.
- 69% hope to own a home in next five years, while 57% believe they can afford one.
- 35% own a home, 50% rent and 14% still live with parents.
- 66% are willing to relocate to the suburbs, which are more affordable.
- 49% say new government rules have negatively affected their ability to buy.



Direct mail works with millennials

Don't believe the myth that millennials only react to digital. Research shows that they eagerly engage with print because they value the physical and have a desire for real experiences. Here's what we know about how millennials engage with direct mail:



of millennial respondents were driven by print or direct mail promotions.



of millennials in young families engage with print or direct mail promotions.

of millennials without kids engage with print or direct mail promotions.

42%

keep promotional mail pieces for future reference.

50%

are excited to see what's in their physical mailbox.

81%

use a physical method to follow promotions.

WHAT MAKES MILLENNIALS DIFFERENT?

Knowing how they differ from other generations can also help you better relate to them. We found that millennials are twice as likely to use their mobile, spend more time researching and want homes that are tech ready. Also, neighbourhoods and schools are important to them.

Millennials value personal connections, so they'll appreciate your expertise. This segment is the one that's most likely to use a realtor because they want to better understand the buying process.

When it comes to marketing your business to millennials, your strategy should include reaching out to them

on multiple platforms, from direct mail to digital, and staying engaged throughout the year. (See page 16 for tips on how to connect with prospective buyers and sellers year-round.)

SIMPLE WAYS TO FIND MILLENNIALS

Canada Post's Precision Targeter solution allows you to quickly and easily target millennials using age filters. In this case you would choose the 20-39 age range. But not all millennials are buying equally: The top 20% of earners have a home ownership rate above 75%. To reach those wealthier millennials, you can apply income filters in addition to the age filters.

When you work with a Canada Post partner (see page 13), you can drill down even further to reach the most promising age group (25-34) residing in the geography where you operate. Here's an optimum profile to create with a Canada Post partner:

WEALTHY MILLENNIALS PROFILE WITH A CANADA POST PARTNER

- Age range:** 25-34
- Household income:** \$80,000+
- Occupation:** Management

BEYOND THE POSTCARD

Five tips to building and maintaining your business

As an agent, you already know that direct mail is incredibly effective at driving prospective buyers to open houses and demonstrating your credibility. But it can also help you build your business between sales, enabling you to strengthen your connections with prospects and valued clients year-round. To do this, it means thinking beyond the traditional postcard.

Here are five tips to help you keep your name top of mind year-round.

1

SEND SIMPLE YET USEFUL ITEMS THAT WILL KEEP YOUR NAME IN THE HOME

Direct mail gives you options for getting your name displayed in homes. Consider calendars, notepads, magnets, pens and more. These are simple items, but the key is they're also useful, which means people will keep them. Plus, they're cost-effective to produce so you can use them to connect throughout the year and stay on budget.

2

HIGHLIGHT YOUR KNOWLEDGE AND EXPERIENCE WITH A NEWSLETTER

A physical newsletter is a great way to convey and reinforce your expertise, which builds trust and credibility. You can include real estate insights, how-to articles, design trends and tip pieces, for example. And, there's a bonus: This worthwhile content can also help your branded marketing material to get shared among prospects.

3

SHOWCASE YOUR VALUE-ADDED SERVICES

Direct mail gives you what digital ads can't: space. So use it. If you offer other services like professional staging or home inspection, feature this added value in your direct mailings. But also consider letting it drive a mailing all on its own. It's another valuable way to help your name stick out in people's minds.

4

REINFORCE YOUR COMMUNITY TIES

If you plan to build your local appeal by sponsoring community sports teams, participating in neighbourhood events, or forging partnerships with local businesses, don't forget to make sure your prospective and valued clients know. Whether you include a story in your newsletter or a shout-out in your calendar, or create an item entirely devoted to your cause, seize the opportunity to strengthen that incredibly important share of heart.

5

KNOW YOUR NEIGHBOURHOOD

Every neighbourhood has its own flavour. Keep your ear to the ground to learn what drives the people you want to turn into clients. Whether it helps you with an existing direct mail or inspires a standalone mailing, local knowledge can give you ideas on how to connect, when to connect and the messaging you use to connect.



34% of Canadians

always or sometimes display advertising mail of interest to them in their homes. So get creative when thinking about ways to build your name recognition, such as magnets (above), newsletters, and telling people about the community events you sponsor.



If you're looking for more tips

on how to use direct mail to strengthen your brand, visit our Business Matters blog, at canadapost.ca/businessmatters.

Q & A WITH MICHAEL DE FREITAS



“The reason brokers use direct mail is that it works.”

Michael de Freitas, RE/MAX real estate broker

What is it about direct mail that works for the real estate industry? RE/MAX real estate broker Michael de Freitas, a 30-year veteran of the industry who's based in Pointe-Claire, Quebec, offers his take and gives his tips for getting the most out of this tried-and-true channel.

HOW WOULD YOU SAY DIRECT MAIL HELPS YOUR BUSINESS?

It helps with people getting to know me and what I do. I send out a lot of items with my name and photo. When I meet people in person they already feel they know me, which is a big advantage.

WHAT MAKES THIS CHANNEL STAND OUT IN TODAY'S MARKETING MIX?

Direct mail puts you directly in the hands of the people you are trying to reach. It hits two senses: the visual and physical, the seeing and holding of the item sent.

If you are fortunate (depending on the info you provide), it can even have a third effect: If people read any of the information contained in what you sent, it gets their mind to think. This establishes a presence in their mind, both consciously and subconsciously. It's something you can't achieve with other media.

DIRECT MAIL HAS BEEN AROUND A LONG TIME. WHY DO YOU THINK SO MANY IN REAL ESTATE STILL USE IT?

The reason brokers use direct mail is that it works. It works even better if done properly. This means repetition, clear and concise info, a clear name and phone number and well-taken photos. All this will offer value to the recipient of the direct mail piece.

Your direct mail design checklist

To optimize your direct mail for results, make sure it has these features:

- ✓ **A strong call to action:** whether it's to attend an open house or to call for a home evaluation, make sure your CTA is specific, easy to understand and easy to find.
- ✓ **Action-oriented words:** Choose words that will motivate potential buyers and sellers.
- ✓ **Clear and concise text:** Don't overload the page with too much copy, it's a turn-off.
- ✓ **Eye-catching visuals:** Use high-contrast imagery and bright colours – it can make your piece stand out.
- ✓ **Simple design:** Avoid cluttering the page – that makes it harder to digest your message.
- ✓ **High quality:** Use high-res images, good paper stock and a reputable printer. Proofread your copy. This will strengthen your trust factor.



Learn more about how to create direct mail that works
in our new *Essential Guide to Direct Mail: Everything You've Ever Wanted to Ask*.
canadapost.ca/guidetodirectmail

Close the deal with Canada Post



To learn more about integrating direct mail into your marketing mix, visit canadapost.ca/betterresults.



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