

New Resident Marketing Bulletin for Retailers

Important Information About Building Your Customer Base and Meeting Your Sales Goals By Reaching NEW Prospective Customers, Just As They Move Into Your Trading Area.

Appropriate For:



Appliance Dealers



Furniture Dealers



Paint Retailers



Carpet / Flooring Retailers



Hardware / Home Centers



Mattress Retailers



Power Equipment Dealers



Bath / Linen Stores



Pharmacy



Garden Centers



Window Fashion Retailers



Grocers



Florist



Picture Framers



Bakery



Win The “David vs. Goliath” Battle... Market to New Residents!

1. Almost 100% of New Movers develop new retail relationships right after moving.
2. New residents are the lifeblood of every business. This is because:
 - Every business experiences “churn”... the loss of both satisfied and unsatisfied customers over time.
 - Competitors and substitute products are always competing for the retail customer and dollars.

New Homeowners and New Movers = a steady stream of new customers.

3. New Homeowners and New Movers are “customers looking for businesses”. They want to be loyal, long term customers in their new community. They like “local”, but are risk averse... they knew and trusted merchants in their “old” surroundings, but might not know (or trust) anyone in their new setting. They are looking to establish lifetime relationships with new providers in their new surroundings.
4. They can be targeted. In the case of New Movers, geographic targeting is easy. Looking for a more upscale consumer to build your business??? New Homeowners can be demographically targeted by home type and home value... just when they are in the market for a new provider.

97%
of
New Movers



develop new
retailer relationships
after a month

Call 1-888-582-0101 or visit www.new-biz-now.com for details.

AFFORDABLE • TRACKABLE • GUARANTEED

! — Why Early Contact Is Important!

New Homeowners and New Movers (homeowners and renters) are more likely to change brands and affiliations than any other customer. Why? The brand(s) they were loyal to in their “old” home might not be available in their new town. Or, since movers tend to be upwardly mobile, they are often looking to upgrade to more expensive, fuller-featured brands and products for their new home.

National “big box” retailers know this, and have sophisticated programs in place to gain the first purchase and the loyalty of these prime new customers. We help you compete with the “big box” retailers and their marketing budgets.

New Movers spends at levels 8X higher than normal for the first 90-100 days of residency.

18x

**A New Resident is
18x More Likely
To Respond**

? — When Should I Market to New Residents?

Right When They Move Into Your Trading Area, Of Course!

Our firm offers two options in terms of the timing of your new homeowner offer:

- **Weekly**...we are one of the only firms in the US capable of securing and acting on new homeowner data weekly. The benefit? You can be assured that your offer gets there first... well ahead of competition.
- **Monthly**...if your offer is not urgent or time-sensitive...we also offer a monthly mailing option. The benefit? It costs less than weekly mailings, but still delivers a high quality message to a qualified audience.

? — What Should My “Offer” Be?

Your signature product...of course! Put your best foot forward and give your newest, best customer a meaningful sample of your product or service. Give them a **FREE, no strings attached**, absolutely no-risk way to try your product or service. If it's as good as you think it is...they'll be back again and again. (and, they'll be willing to pay full price!)



? — How Many New Residents Are There In My Area?

The number actually varies quite a bit depending on overall population density in your area, and there is also some seasonal variance in parts of the U.S... for the actual numbers in your trading area give us a call at **1-888-582-0101**.



? — What Kind of Response Should I Expect?

It is not uncommon for our clients to experience a 15-20% response rate. This flies in the face of “normal” direct mail response rates, where a ½ of 1% response rate is average, and a 3% response rate is considered wildly successful.

Our Certificate & Letter mailings have a 7X higher response rate than typical postcards, and they cost nowhere near 7X as much. It's the biggest no-brainer in direct mail.

? — Why Such a Great Response?

In all candor, we get a great response because of flawless execution.

- + **We have a great list.** We have used the same data provider since 1994. This resource is normally only available to mega marketers, but we are able to provide it to you affordably.
- + **The right customer is targeted.** You select the zip code(s), the type of residence (e.g. single family and / or condo), home value, etc. This means we are mailing only to prime, demographically qualified candidates in your trading area.
- + **We write compelling copy.** We know what works. Our writers and graphics team work together to be sure your offer is timely, attractive, and action-oriented. The result... a steady stream of NEW customers to your store(s).
- + **Totally turn-key process.** Because this is our business...our only business... we focus on getting your mailings out on-time, every time, without fail. This means that potential customers receive your offer exactly when they are in the market.
- + **Proven Certificate / Letter Format** – this commanding 8 ½ x 14 full color document containing a warm, welcoming Letter from you and an authentic high-value Certificate, both designed to encourage recipients to visit your establishment by a specific date.

*The Certificate / Letter format is a time-tested direct mail tool that outperforms a postcard mailing 7:1. That's right... seven times better than a postcard!
(and it doesn't cost anywhere near 7x as much!)*

- = **Flawless Execution** – some merchants feel they can handle a direct mail program on their own. In reality, it never becomes a top priority. *You have a business to run.* Our programs work well because we have a system that works! We do all of the work, we do it predictably, on time and on budget. Getting professional looking direct mail pieces printed, inserted, and mailed on time, every time is a key part of our success.

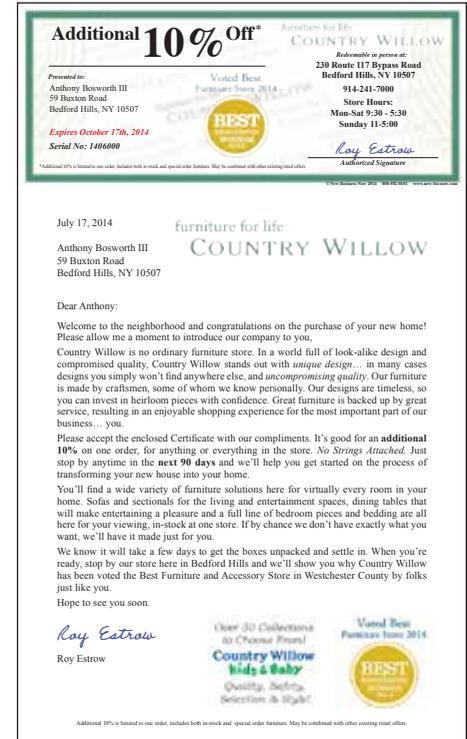
? — Why Continually Adding to Your Customer Base Is Critical?

16% of your satisfied customers leave your business every year. That's right. You lose your best customers 52 weeks of the year. Why? Life happens. People die, get married, divorced, accept a promotion in another city, etc.

So...if you start the year with 100 satisfied customers, you will more than likely have 84 or 85 remaining at the end of the year. To get from 84 or 85 *back to where you started* requires almost a 20% increase in your customer base!

That's why it makes sense to be in the market for new customers every day.

Our programs turn new residents into new customers.



Proven, Powerful High-Value Direct Mail To Build Your Business

Large 8 1/2 x 14 full color format allows for a full-sized letter and a check-like Certificate for a professional appearance

1 Expiration date creates a sense of urgency, drives redemption.

2 Unique serial # prevents duplication, protects against fraud.

3 Disclaimer prevents stacking of offers.

4 Certificate and letter are fully personalized to the recipient (no "Occupant" or "New Homeowner At" language).

5 Letter with warm, compelling copy from the owner

6 Your signature adds a personal feel

7 High value offer stimulates trial, changes brand purchase decision

8 Micro-perforated to allow easy separation and redemption of your certificate

9 Your Store(s), Address(es), and Phone(s) prominently featured

10 Mailed in a high-quality envelope with a real stamp (not an indicia). Looks like high value mail

11 Full size #10 security envelope (not a window envelope) with full, personalized laser-sharp address adds credibility which means your offer will be opened and seen.

\$25.00 Merchandise Credit
Towards Any Regular Priced Product At Our Store.

Presented to:
Mr Steven A Smith
3009 Tunlaw Rd NW
Washington, DC 20007-4829

Expires **October 24th, 2014**
Serial No: 1224689

Redeemable in person at:
5608 Connecticut Avenue NW
Washington, DC
2130 Wisconsin Avenue
Washington, DC
504 K Street NW
Washington, DC

Benjamin Moore
monarch
PAINT & DESIGN CENTERS
Paint • Window Treatments • Wallcovering • In-home Decorating
www.monarchpaintdc.com

Gene Gross

July 24, 2014
Mr Steven A Smith
3009 Tunlaw Rd NW
Washington, DC 20007-4829

Dear Steven:

Welcome to the neighborhood and congratulations on the purchase of your new home!

Please allow me a moment to introduce our company to you. Monarch Paint & Wallcovering Co. is the premier local paint and decorating retailer, with three locations in NW Washington, DC. We are proud to feature Benjamin Moore Paints. You'll also find us to be a great resource for wall and window fashions featuring leading brands like York, Schumacher and Hunter Douglas. We are known for our great selection and our ability to meet the needs of discerning customers.

We have three convenient locations to serve you:

Chevy Chase DC
5608 Connecticut Ave. NW
202 686 5550

Georgetown
2130 Wisconsin Ave. NW
202 625 2600

Downtown DC
504 K Street NW
202 289 1601

Please accept the enclosed \$25.00 Merchandise Certificate with our compliments. It's our way of welcoming you to the area. *No Strings Attached.* Use it any time in the next 90 days to get a head start on the first decorating project in your new place.

We know it will take a few days to get the boxes unpacked and settle in. When you're ready, stop by any of our stores (our Chevy Chase store is open 7 days a week) and we'll help you get started as you turn the new house into your home. We are certain that once you see our complete selection, meet our talented staff, and experience our "old fashioned" approach to customer service...you'll be a Monarch Paint customer for life.

We look forward to seeing you in one of our stores soon.

Sincerely,
Gene Gross
General Manager

Mr Steven A Smith
3009 Tunlaw Rd NW
Washington, DC 20007-4829



Professional, Turnkey Marketing For Less!

Why pay our competitors up to 25% more, when we offer a better, more professional looking product for less?

How do we offer Top Quality at a Lower Price?

1. We keep our overhead low.
 - Ø No Sales Commissions paid to telemarketers.
 - Ø No billing through third-parties.
 - Ø No expensive full-page ads in trade magazines.
2. We require a commitment from you.
 - By entering into a six month minimum service agreement with our customers, we are able to spend more time on operating efficiently.
3. We use state-of-the-art printing technology.
 - Digital Printing Presses allow us to print small, custom runs with exceptional quality.



What's the difference between a "New Homeowner" & a "New Mover"?

Our **New Homeowner** files are derived from deed recordings; in other words after someone has purchased a single-family residence in their name. We secure this super-fresh data every Friday, and begin the mailing process for our clients right away. New Homeowner data is available by zip code, property value (purchase price), and property type (detached single family or condominium).

Our **New Mover** files are available two ways:

- a) United States Postal Service Change-of-Address files or
- b) Utility new connects (new phone, electric service, cable, etc.). These files tend to contain about 50% renters and 50% new homeowners. New Mover data is available by zip code, or radius from your store(s).

Which is better for your business? Give us a call at **888-582-0101** and we'll provide you with the best choices to reach your target customer.



Three Great Options:

<div data-bbox="478 1515 646 1581" style="border: 1px solid orange; border-radius: 50%; padding: 2px; display: inline-block; margin-bottom: 5px;">NBN EXCLUSIVE</div> <div data-bbox="168 1537 596 1647" style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;"> <p>Weekly New Homeowners</p> </div>	<div data-bbox="663 1537 1092 1647" style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;"> <p>Monthly New Homeowners</p> </div>	<div data-bbox="1150 1537 1579 1647" style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;"> <p>Monthly New Movers</p> </div>
<p>\$1.97 per piece mailed</p> <ul style="list-style-type: none"> • Your offer gets there first! 	<p>\$1.77 per piece mailed</p> <ul style="list-style-type: none"> • Affordable New Homeowner option 	<p>\$1.57 per piece mailed</p> <ul style="list-style-type: none"> • Best Value!

**BEST
RESPONSE
RATES!**

In reality, our service is free. That's because it pays for itself! Many dealers experience a 600% return on their investment... that's right... \$6 back for every \$1 they spent on our program! We offer a turnkey service at a flat price per envelope mailed. That includes everything... all artwork, copy writing, list procurement, printing, addressing, collation, postage and mailing. Call us at **1-888-582-0101** and we'll be happy to provide you with a quote for your trading area.

How To Get Started...

STEP 1

Choose Your Program:

New Homeowners

Choose: Weekly or Monthly Mailing

Ability to select by primary type:

Single Family Home Condos Both

Ability to select by property value (purchase price)

Home Values Above \$ _____

New Movers

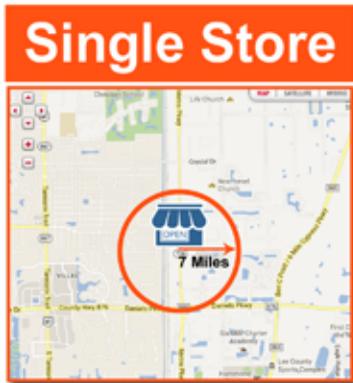
Monthly Mailing

Estimated Income

Income Above \$ _____

STEP 2

Choose Your Area:



1. Select the area to mail (usually your store zip code(s) or a radius around the store(s))
2. Call us at **1-888-582-0101** and we'll give you the actual mailing count

!

We'll Do The Rest...

1. Develop your new resident offer.
 2. Draft personalized copy to accompany your offer.
 3. Then, we'll submit artwork and copy for your approval.
 4. We'll mail your offer weekly or monthly to prime new homeowners or new movers in your market area.
- ... All at one low price per piece mailed.



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When Can I Expect to see Results?

Right away! "Start this week, new customers by next week" is our tag line. Our clients typically see a *steady stream* of new clients within 10 business days of their first mailing.

We guarantee results.

Call **1-888-582-0101** for details.

Start This Week

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

New Customers by Next Week



It worked for my business...



In the summer of 1994, I opened a chain of independent paint stores in the Pacific Northwest.

The business was a “scratch start”... zero customers, zero revenue. We were acutely aware of every customer, every transaction, every day as we built the business.

July, August and September (Summer in Seattle) were good to our business. But the Winter / Spring months (November-April) had us worrying about overhead, inventory, and wages until the weather gods blessed us again.

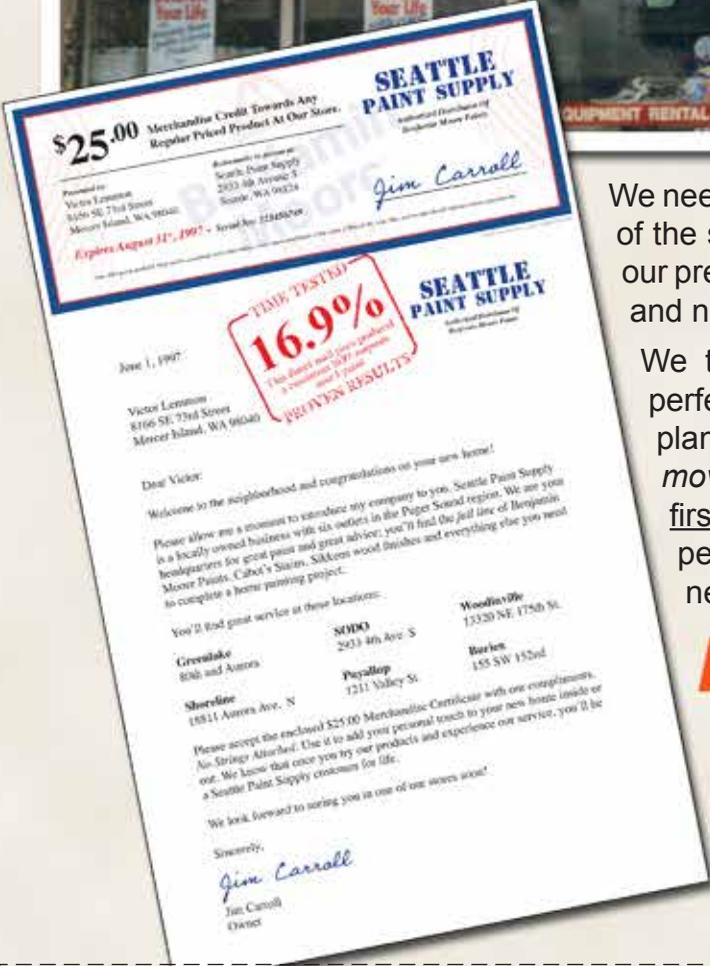
We needed a way to attract new customers to our business... regardless of the season... customers that were willing to pay premium prices for our premium brand. In short, we wanted to be in control of our business, and not be so dependent on weather and seasonality.

We tried everything (just like you have)... and finally found and perfected the tool that became the very foundation of our marketing plan. We found a way to market to new homeowners, *right as they moved in*, and made sure that they had a reason to visit our stores first... before the competition. It was trial-and-error at first, but we perfected our execution and came to rely on the steady stream of new customers that this program brought in to our stores.

It will work for yours, too.

New Homeowner / New Mover Marketing Works!

If you are as serious about growing your business as I was about mine, you need to include this tool as a key component of your marketing mix... I believe in it so much that I'm willing to pay you \$100 to get started. Use the \$100 Certificate below, give us a call and we'll get the ball rolling for your business.



FREE \$100 VALUE

\$100 Marketing Services Certificate with our compliments.

Here's a \$100 “Head Start” on a new resident campaign customized to fit your business.

Jim Carroll

One offer per business. May not be combined with other offers. Void where prohibited. Cash value 1/20th of .01 cent. May not be reproduced without express permission.