



Just Listed & Just Sold Postcards

Setting up the Document

There are 2 PowerPoint documents that you will need.

- Just Listed Card
- Just Sold Card

Locate the Documents

The documents will be located on Google Drive under Clients > Active > Sellers Name > Property Address > Listing Print Docs

Rename the Documents

Add the property address to the end of the file names.

Just Listed Card

Update the Pictures

Refer to the "Listing Photos Sorting & Sizing Video" to learn how to choose the correct images and resize them.

On the PowerPoint on page 1, select picture > picture from file. Then select the front image that you had saved previously. Right-click on the image and select Reorder Objects. A new screen will pop-up that will allow you to move the gold frame to the front of the image. Click Ok. Repeat to insert the back image on page 2.

Update the Wording - Page 1

Change the address and all house information including the virtual tour link. Use the same main title that you had selected for the 2-sided brochure.

Update the Wording - Page 2

Add the town on the first line: What is Your 'Town' Home Worth Now?

If we have a town or subdivision specific link for the home value change it from the generic link. These are the links we have available:

- www.TheNorthRanchHomeValues.com
- www.KenCarylRanchHomeValues.com
- www.WillowSpringsHomeValues.com
- www.GrantRanchHomeValues.com
- www.PineHomeValues.com

View available URL Links by going to Google Drive > Website > List of urls.



If your property isn't in one of these towns or subdivisions, then leave the link as www.HouseValuesInColorado.com.

Just Sold Card

Update the Pictures

Follow the same steps as above for updating the images.

Update the Wording - Page 1

Change the address, the main title, and sold price.

Update the Wording - Page 2

Use the same website link as you used on the Just Listed Card.
Save & Close both the postcard PowerPoint docs.

Mailing List

Overview

Next, we need to create the mailing list where the postcards will be sent.

Realist

Open realist. Select the My Search tab and enter the following parameters:

- Subdivision - Match subject property ***If subdivision shows no results, then draw a map.*
- Property City - Match subject property
- Land Use CoreLogic - SFR
- Assessed Value - Use 10% below and 20% above the property list price.

Click Search. On the Split View, you will see the red pins for all the homes in that area and you will see the total # of properties.

Our minimum list should be 100 homes and max 500 unless it's an area we mail the market trends postcards to already. In that case, we'll use our normal mailing list. We'll go by price point for the number of mailings on non-market trends mailer areas.

- Under 300k - mail 100-150 cards
- 300k-400k - mail 150-200 cards
- 400k-500k - mail 200-300 cards
- 500k-1M - mail 300-500 cards
- 1M & Above – The Office will help with the list



Too Many Homes:

To get the number of mailers needed you can draw a map around a smaller part of the subdivision.

Not Enough Homes:

Expand the assessed value range. If that does not work as long as we have 100 mailers let's just keep the list to homes in the same subdivision. If that does not produce 100 mailers, let the office know and they can adjust the map.

Once you have the correct # of homes, select Export > Customize.

We need the following attributes selected:

- Owner First Name
- Owner Last Name
- Mailing Address
- Mailing City
- Mailing State
- Mailing Zip
- Sale Date

Select Export.

Save & Rename the Excel Doc

Save the exported file on Google Drive under Clients > Active > Sellers Name > Property Address > Listing Print Docs

Rename the Excel file to: Mailing List **Address**

Organizing the Mailing List

First, put the spreadsheet in order by sale date.
Remove any homes sold within the last year.

Next, put the spreadsheet in order by the last name.
Remove the sellers from the list.
Remove all rows that don't have a seller name.
Under Mailing Address, remove all rows that say (No Mail).

Next, we need to change the mailing addresses so that they are not capitalized. Add a column between columns C & D (Mailing Address & Mailing City). In cell D1 add the following formula: =PROPER(C1).

Pull down the formula to all rows. Select all of column D and copy. While column D is still highlighted, right-click and select Paste Special. Select Values, then ok. Delete Column C.



Next, we need to break apart the Mailing City & State, so that they are in two separate columns. Highlight all of column D (Mailing City). Select Data > Text to Columns. Select Delimited, then go to Next. Change the delimiter to Comma, then go to next. Select General, then go to Finish. An alert will pop-up asking "Do you want to replace the contents of the selected cells?", select OK. You will see that the City & State are now in two separate columns. Adjust the column heading to say Mailing City and Mailing State.

Delete column G (Sale Date) since we no longer need it.

Save & close the file.

Printing the Postcards

Next Steps

Let the office know when the postcards and mailing list are complete. The office will order the postcards from Expresscopy.