



Postcard Mailers

Setting up the Documents

There are 3 documents that you will need to set-up the postcard mailers.

- Market Trends Ranges for Mailers - Google Doc
- Subdivision Market Trends Templates - PowerPoint Doc
 - Grant Ranch Market Trends Template
 - Mountain Ridge Market Trends Template
- Postcard Market Trends Data Template - Excel Doc

At the time of the video we are only doing postcard mailers for the Grant Ranch & Mountain Ridge subdivision, in the future, the subdivisions might be different, but the concepts learned in the video will be the same.

These files are located on the Google Drive under *Mailings > Postcards Market Trends > Postcard Templates*.

Copy & Rename the Market Trends Templates

Copy the "Subdivisions Market Trends Template" PowerPoint document & "Postcard Market Trends Data" excel spreadsheet. Create a new folder for the current month & year. Move the copies to that folder. Rename them "Subdivision **Date Range** Market Trends"

Market Trends Ranges for Mailers document

It is a quick reference guide to see what price breakdowns should be used for each subdivision. The templates should already be adjusted to the correct price breakdowns, but this document is available if you need to reference it. Each subdivision will have 3 price ranges.

Postcard Market Trends Data Excel Spreadsheet

Explanation of PowerPoint doc

Open the excel file and you will see a tab for each subdivision. You will also see that each subdivision has 3 price ranges, which might have to be adjusted per the correct subdivision price breakdowns.

Find Active/UC

In Matrix go to My Matrix > Saved Searches > Find MT Grant Ranch> Click on MT Grant Ranch > Select Results.

A pre-set general search will open. Click on Criteria.

- Uncheck Sold
- Change the price to the first price range on the excel file in blue. (Ex:400-599)



Click on Results and you will see the total of active & UC homes in that price range. Change the display to show 100 properties. Count all the duplicate listings & subtract for the grand total. You can tell they are listed twice as the address will be the same, the MLS # will start with an "I", and if you are on the Single Line display, under price type it will be blank.

Enter the first # of active/UC homes in the Blue column under active on the spreadsheet.

Repeat for the other 2 price ranges.

Find Sold, List to Sold % and Days on Market

Go back to the criteria in Matrix.

- Unclick Active & Under Contract.
- Click Sold & change to 0-90 days
- Remove data from the Price field.

Go to Results. Then select ALL properties. Remove any properties that are listed twice. You can tell they are listed twice as the address will be the same, the MLS # will start with an "I", and if you are on the Single Line display, under price type it will be blank. Uncheck all duplicate properties. Select Export under the Actions tab at the bottom of the screen. The export file type should be "Market Trends Display". Then click export & the file will be downloaded.

On the MT Data spreadsheet, the List Price column matches the Original List column on the exported spreadsheet. The List/Sold \$ matches the Sold Price and the DOM or Days on Market matches the CDOM. On the exported file, we can delete columns C, D, E, G. Hold ctrl to select multiple columns at one time. Right-click & select delete. Select all the data & sort the spreadsheet by column B (List/Sold \$). For this market trends are smallest price range is \$400-599K. Find the lowest & highest price in the range based on column B the List/Sold \$. Right-click, select cut. Then under the BLUE section use ctrl-V to paste the data. Our next price range is 600-799K. Copy that range & paste underneath the yellow section. The last range is 800K+, copy that range & paste it underneath the green section. Now our exported file can be deleted. You will see the formulas in rows C-J will calculate automatically.

Repeat the above steps for all subdivisions.

Subdivision Market Trends PowerPoint Doc

Update Page 1

On the first page, change the months to match the months of the last 90 days. For example, if you ran the report on March 1st, the last 90 days would be for (December - February).

Next, right click on the first graph and select "Edit Data in Excel". An Excel chart will pop-up. Using the data from the Excel file (make sure the right subdivision tab is selected), enter the appropriate active/UC and sold #'s. Once complete, close the Excel chart.



Repeat for the List Price to Sold % and Days on Market.

Update Page 2

The lower left-hand image and text will change each month. The office will provide you with the new text & the new image can be found in the Pictures folder.

To change the image, double-click on the old image. Then select “change picture”, which will then allow you to select the new image.

To change the wording, highlight the text and selected Edit > Paste Special > Select unformatted text. This will keep the style & color the same.

Save & close the PowerPoint.

Repeat for all subdivisions.