



# UNLOCK MORE LISTINGS:

# HIGH-CONVERTING DIRECT MAIL STRATEGIES

High Level Strategy and Detailed Tactics for Winning with Mailers

**Judy Michaelis**



Coldwell Banker



@judymichaelisrealtor

# At a GLANCE

If direct mail is one of your lead gen pillars, sending a few nice postcards a month won't cut it. You need to be playing on a larger scale, running strategic mail campaigns to a large yet targeted audience. That's what Judy Michaelis does – and it's why she's achieved such incredible success.



**Westport,  
Connecticut**

PRIMARY MARKET



**\$1.6m**

AVERAGE PRICE POINT



**29**

YEARS IN REAL ESTATE

## PREVIOUS PRODUCTION STATS

**26**

TRANSACTIONS

**\$48,000,000**

SALES VOLUME

**\$1,085,000**

GCI

### CORE CLIENTELE

✓ Rightsizing sellers

### PRODUCTION

**10% | 90%**

Buyers | Sellers

### TEAM STRUCTURE

✓ Solo agent  
✓ **3 staff members**

# Judy ON COACHING



My coach is an integral part of my business. He has given me the courage and confidence to 'play big' and invest in my business, and the payoff has been life-changing. Our sessions have accelerated my approach to marketing and thereby my business results. The 'I see you everywhere' mantra has really started to pay off, and my brand awareness has gone through an incredible evolution since I began coaching.



## BY THE NUMBERS

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**25%**

Of business is attributed to direct mail campaigns

**8.5"x 11"**

Standard mailer size

**10,000**

Homes in geo farm

**10,000**

Mailers sent to farm monthly

**1,000**

Mailers sent for each listing campaign

**\$0.19**

Cost per mailer delivered

**\$4,500**

Monthly budget for mailers







## THE STORY

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Before Judy Michaelis entered real estate and began dominating with her direct mail campaigns, she was in the world of finance. With a master's degree in taxation and experience as a CPA, she'd already built up the financial acumen that would empower her later career, but it wasn't until she underwent the process of purchasing her own home that Judy understood the potential of this industry. Right away, she knew that she could thrive here.

Initially, Judy embarked on her journey by collaborating with builders and new construction developers to secure listings. Instead of waiting for the market, she actively sought out opportunities – a strategy that proved fruitful. Before long, she diversified her efforts to encompass various resale avenues, continually expanding her horizons as her business grew. As a mother with younger children, Judy balanced her endeavors mostly on a part-time basis during this phase.

However, it was in 2014 that Judy fully immersed herself in the world of direct mail campaigns – and completely turned the tides of her career. She joined Tom Ferry (a decision that proved pivotal), and it was during this time that she encountered Josh Rubin, a staunch advocate of direct mail marketing. Intrigued by his success, Judy decided to test the waters in her own market. The notion gained additional resonance when her adult daughter, residing in New York, forwarded one of Josh's mailers to her. Judy found it immensely effective on her and knew that her own mailers could have the same effect on others.

She began modestly, targeting specific localities within her town, only to evolve and encompass a broader area over time. Central to her strategy was a consistent investment and reinvestment, gradually fine-tuning her approach. The initial year saw results, albeit on a smaller scale, with calls from interested parties. Although the branding wasn't as polished as her current standards, it marked the beginning of her direct mail journey. During the following years, 2016 and 2017, she decided to escalate by launching a full-fledged 10,000-mailer campaign. This phase demanded meticulous refining of the mailer design and a focused optimization of the messaging. Judy recognizes that direct mailers are an ongoing project, constantly evolving and improving as she gauges their effectiveness.



## THE STORY

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Judy attests that the impact of direct mail campaigns are cumulative, maintaining her presence in the minds of potential sellers. This consistent exposure engenders a sense of trust and reliability. By capitalizing on the psychology of familiarity, she can confidently generate valuable seller leads when the time is ripe. Remaining top of mind is a cornerstone of her strategy, amplifying brand exposure and frequently eliciting the remark, "I see you everywhere."



## THE STRATEGY

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### MAILER CAMPAIGNS

- Form a strategic rhythm with a focus on consistency and relevance.
- Each month, Judy sends out a meticulously crafted mailer to her expansive farm of 10,000 individuals.
- Harmonize mailers with online efforts such as Instagram and YouTube.
  - Use targeted ads on these social platforms which synchronize with mailer themes.
- Always avoid generic content. Focus on personalized, trending topics.
  - Every mailer should have a point to convey.
- Plan up to three months in advance in order to cover the spectrum of themed campaigns such as market updates and the origins of buyers (which helps cultivate understanding).
  - Campaigns should always extend beyond sales and offer value.
  - Narrow in target audiences, such as downsizers or those looking to move within the same market.
- Adjust themes as market dynamics shift.
  - Judy is now catering to the post-peak market era.
- Showcase social proof while prompting homeowners to assess their property's worth in order to build trust and relevance.
- Offer a "home equity checkup" as part of an initiative to promote financial awareness in homeownership.
- Employ creative formats for mailers.
  - The "map mailer" offers visual insights into local real estate trends.
  - The "Who Do You Know?" campaign showcases voice and taps into personal connections.
  - "Just Sold" mailers celebrate achievements while emphasizing the process.

### STAY CONSISTENT

- Consistency is key when it comes to direct mail.
- During the onset of the COVID pandemic, Judy temporarily faltered in upholding this crucial practice, resulting in a dip in production.
- Be unwaveringly committed to the investment it will require before showing results, even in a sluggish market.
- When the market slows down, most agents will be inclined to retract their efforts. But as Judy puts it: "When others choose to pivot left, I opt to pivot right." She fully believes that the long-term benefits of maintaining presence outweigh the costs.



## THE STRATEGY

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### MAILERS FOR EVERY LISTING

- Employ a strategic mail approach for every listing, utilizing “Just Listed” and “Just Sold” mailers.
  - This has a dual impact of maintaining seller satisfaction while also spreading the word.
  - “Just Listed” mailers are the centerpiece of Judy’s marketing arsenal. For these, be sure all contents revolve around the core objective.
  - The “Just Sold” mailer serves as a post-sale triumph. Judy uses these to market herself and her own success.
- Target postal codes surrounding the listing.
- Send between 500 and 1,000 mailers within the vicinity of the property to ensure the message reaches the right audience.

### MAILER SIZE AND QUALITY MATTER

- Judy uses “Every Door Direct” which brings her cost to just 19 cents per delivery across all markets and regardless of the mailer’s size.
- The quality and size of each mailer are carefully curated for optimal engagement.
  - 8.5 X 11 inches
  - The larger format is more visually appealing and more likely to be remembered. Smaller mail pieces can be easily dismissed.
  - Good quality card stock with glossy sheen.
- Clarity and simplicity are key.
  - Use white space to ensure a clean and uncluttered layout.
- Timeliness is crucial. Each mailer must have a timely and topical piece of information.

# Judy's 3 Action Items **FOR SUCCESS**

1

Be patient. Make sure you have enough resources to do it for a year without any leads.

2

Don't neglect the importance of saturation. Judy started with 2,500 homes, which was a sizable dent of the marketplace.

3

Pay attention to turnover rate. Make sure it makes financial sense – the general rule of thumb is that your turnover rate should be between 6-7%, depending on your sales price.

# 6 Things Judy Will Do **MOVING FORWARD**



1

Increase use of her seller-centric “Just-Listed” card.

2

Develop a brand-centric “Just-Sold” card.

3

Target Westport homeowners who’ve lived in their homes 30+ years with geo-farming and follow-up letters – going after downsizers with the intention of owning the downsizing market.

4

Expansion: Target Fairfield County (towns surrounding Westport) homeowners in areas she hasn’t targeted yet that have lived in their homes for 30+ years.

5

Focus more on drip mail, more CTA home valuation mailers.

6

Work with her Tom Ferry coach to help keep her accountable and implement these ideas!

# Judy's TOOLKIT



## Home Value Mailers

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Examples of Judy Michaelis' Home Value mailers

## Year-End Mailer

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An example of Judy's year-end mailer.

## Just Listed and Just Sold Mailers

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Examples of Judy's Just Listed and Just Sold mailers

## Informative Mailers

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A collection of some of Judy's information forward mailers.




Judy

97% 

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Just out of curiosity...

**Judy, if I could sell my house for \$ \_\_\_\_\_, I would list it for sale this spring. 🌳☀️**

**Let's talk!**  
Text your price and address to **203-247-5000**.  
I can't wait to hear from you!



**JUDY MICHAELIS**  
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PROVEN RESULTS

AT



**COLDWELL BANKER**

203-247-5000  
judy@judymichaelis.com  
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**COLDWELL BANKER**

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E0000 RETAIL

# I can't wait to hear from you!

Text your price and address to 203-247-5000.

**Ranked #1 Westport Listing Agent from 2016 through 2022 for a reason!**

According to latest MLS (Multiple Listing Services) figures.

 @JUDYMICHAELISREALTOR

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# WHAT'S YOUR HOME WORTH?



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## What would a buyer pay for your home?

scan and find out!

## Ranked #1 Westport Listing Agent from 2016 through 2022!

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**YOUR HOME IS WORTH...**

*Find out now!*




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AT  **COLDWELL BANKER**

[WWW.JUDYMICHAELIS.COM](http://WWW.JUDYMICHAELIS.COM)



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*Find out now!*




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\*2016-2023 according to latest MLS (Multiple Listing Services) figures.

**203.247.5000**  
JUDYMICHAELIS.COM

 @JUDYMICHAELISREALTOR  
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<small>FIRST STD</small>	<small>ECNWS</small>
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**See the value  
of your home!**

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## NO MATTER THE MARKET, WHO YOU WORK WITH MATTERS.

<p><b>3 CHARBETH, WESTPORT</b> <b>NYC BUYERS</b> Listed: \$1,500,000 Sold: \$1,370,000</p>	<p><b>31 COLEYTOWN, WESTPORT</b> <b>CALIFORNIA BUYERS</b> Listed: \$3,500,000 Sold: \$3,600,000</p>	<p><b>18 JOANNE CIRCLE, WESTPORT</b> <b>NEW JERSEY BUYERS</b> Listed: \$1,050,000 Sold: \$1,025,000</p>	<p><b>64 OLD HILL, WESTPORT</b> <b>IN-TOWN BUYERS</b> Listed: \$2,200,000 Sold: \$2,200,000</p>	<p><b>15 BEECHWOOD, WESTPORT</b> <b>NYC BUYERS</b> Listed: \$2,599,000 Sold: \$2,700,000</p>
<p><b>17 COB, WESTPORT</b> <b>NYC BUYERS</b> Listed: \$1,600,000 Sold: \$1,850,000</p>	<p><b>30 FAIRFIELD AVENUE, WESTPORT</b> <b>IN-TOWN BUYERS</b> Listed: \$3,000,000 Sold: \$3,500,000</p>	<p><b>36 OAK STREET, WESTPORT</b> <b>IN-TOWN RENTER</b> Listed: \$8,900/mo Rented: \$9,000/mo</p>	<p><b>39 SPICER ROAD, WESTPORT</b> <b>NYC BUYERS</b> Listed: \$2,699,000</p>	<p><b>23 WESTFAIR, WESTPORT</b> <b>IN-TOWN BUYERS</b> Listed: \$2,200,000</p>
<p><b>502 BRADLEY, WESTPORT</b> <b>IN-TOWN BUYERS</b> Listed: \$856,000</p>	<p><b>41 STURGES COMMONS, WESTPORT</b> <b>CALIFORNIA BUYERS</b> Listed: \$2,300,000</p>	<p><b>36 WOODSIDE, WESTPORT</b> <b>TEXAS BUYERS</b> Listed: \$1,930,000</p>	<p><b>64 WOODSIDE, WESTPORT</b> <b>NYC BUYERS</b> Listed: \$3,800,000</p>	<p><b>37 BERMUDA, WESTPORT</b> <b>NORTHERN CT BUYER</b> Listed: \$3,999,999</p>



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Who do you know?...

NOW AVAILABLE  
FOR PURCHASE!



...who'd LOVE to call 1 Tuck Lane home?



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## 1 TUCK LANE, WESTPORT, CT 06880

**\$2,800,000 | 5 BED, 6 BATH | 7,741 SQFT**

New Westport construction in Coleytown. Cul-de-sac location with stunning scenery. Open floor plan, 5 bedrooms, 5 baths, spa, gym/rec room, great room, office. Natural light, 1.28-acre lot, 3-car garage. Close to downtown, parkway, train. Don't miss it! the Merritt Parkway, and train stations.

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**JUDY = SOLD**

I AM TEXT ABOUT THE HOME  
VERUNT ET OMNIMENIM  
ULLEST ABO. FACESSUM  
VOLORIBUSAM DOLO IDENDI  
DEM ESEQUI NIHIT.



28 Norwalk Avenue

**SHINE A SPOTLIGHT  ON YOUR HOME • GET AHEAD OF THE MARKET • SELL FASTER**

**More Marketing → More Buyers**

**More Offers = More Money for YOU!**



ZILLOW



YOUTUBE



STANDARD  
POST



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7 years in a row\* for a reason!**

According to latest MLS (Multiple Listing Services) figures.

Let's talk! I'd love to hear from you!

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WHAT'S GONE UP OVER  
**\$700,000**  
 IN THE LAST YEAR?

THE MEDIAN SALES  
 PRICE IN WESTPORT

TEXT ME YOUR  
 "MAKE ME MOVE"  
 PRICE TO  
 203.247.5000



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 MICHAELIS  
 HOMES**

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 PROVEN RESULTS

AT COLDWELL BANKER



HAVE YOU TEXTED  
 ME YET? 😊

IT WOULD BE MY  
 PRIVILEGE TO TOUR  
 YOUR HOME AND  
 MAP OUT A PLAN  
 WITH YOU TO MOVE  
 YOU ON TO YOUR  
 NEXT CHAPTER.



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# HOME EQUITY CHECKUP



## JUDY MICHAELIS

PERSONAL ATTENTION • PROVEN RESULTS

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### CONSIDER THESE SIX QUESTIONS...

#### Do you know...



...the new value of your home?



...if you need a flood insurance rider?



...the replacement cost of your home?



...that you may be eligible to exclude the first \$500,000 of gain on the sale of your home?



...why knowing your replacement cost is so important?



...that you don't need to buy a replacement property to get the \$500,000?

If you didn't answer **YES** to all of the above then it's time for a pressure free **equity checkup**.

Checkups take only 30-45 minutes.  
Schedule yours today!

**203-247-5000**

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Local  
Postal Customer

**NEW**  
See the value  
of your home!

Scan with camera

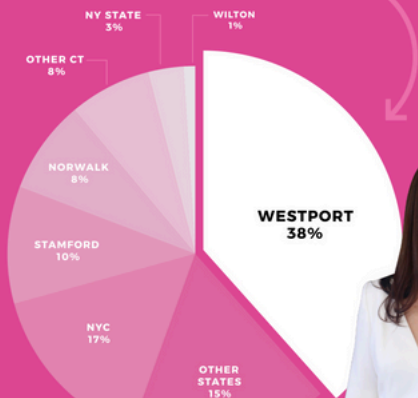


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## WHERE ARE WESTPORT BUYERS COMING FROM?

**SPOILER ALERT:**  
THEY'RE COMING FROM IN-TOWN



Coldwell Banker Sales — 1/1/2021 to 5/31/2021



**TWO NAMES  
YOU CAN TRUST**

## INVENTORY ACROSS THE COUNTRY IS ON THE RISE

Now is a great time to be a buyer/seller. Whether you are looking to trade up or down, the market is in a great place. As for Westport, our prices are up, as our median sales prices are up 15% from 2020. So, if you are thinking of buying or selling, I would love to help you on your journey.



Scan to subscribe to my newsletter.

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Westport Real Estate by Judy Michaelis

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