

**JOHN COLLINS**

# Direct Mail

Doubling Down on Old School

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# Direct Mail

Doubling Down on Old School

RE/MAX – Main Line

Paoli, PA

john@calljohncollins.com

 calljohncollins

**Years in real estate: 30**

## 2021 Results

- ❖ Transactions: 84
- ❖ Volume: \$41,738,945
- ❖ GCI: \$1,120,321

## 2022 Jan to July (C&P)

- ❖ Transactions: 42
- ❖ Pending Transactions: 8
- ❖ Volume: \$20,519,716
- ❖ Pending Volume: \$4,552,700
- ❖ GCI: \$593,111
- ❖ Pending GCI: \$92,301



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# By the NUMBERS

John has two geo farms:

**Townhomes and condos**

Homes: 2,230  
Mailers per year: 33,450  
Market share: 10%

**Single-family homes**

Homes: 9850  
Mailers per vyear: 147,750  
Market share: 4.5%

Total marketing budget: \$105,000  
Direct mail portion of marketing budget: \$83,800  
% of business attributable to direct mailing: 45%  
Transactions: 38  
ROI on direct mailing: 5X

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# Why **DIRECT MAIL?**

With consistency and the guts to commit to the spend, it's a numbers game that works. It puts your name and achievement in front of people – and sometimes it lands on their kitchen table.

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**“The Playbook”**  
John’s  
**APPROACH**

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# BACKGROUND

John moved to Paoli, a suburb of Philadelphia, immediately after college. Besides himself, he has a buyer's agent and an assistant.

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# Geo Farm **SELECTION**

## The Buyout

- For his townhome farm, John bought the book of business from another agent who had a significant market share. She had been sending mailers several times a year. For three years after the buyout terms were agreed on, the mailers showed both their names. After that, it showed only John's name.

## The Common School District

- John's single-family farm is in the same school district as the townhome farm. It happens to be the top school district in Pennsylvania.





# Geo Farm **SELECTION**

## Interacting Communities

- There's also a pattern of movement between the two farms. First-time homeowners and growing families often move from the townhome area to the single-family area. Retirees and empty nesters often move from the single-family area to townhomes.

## Turnover Rate

- The turnover rate is low for a typical geo farm: 3.5%. However, because of the number of homes John targets and the price point, the numbers are still in his favor.



# Financial **COMMITMENT**

## Hesitation

- While the single-family farm was a logical area to expand into (and John lives in it as well), the size of the area presented a daunting marketing outlay, so John postponed entering for some time.

## Missteps

- When John began mailing to the single-family farm, he was inconsistent in his mailing, starting and stopping without gaining momentum. He would not see results from one part of the single-family farm, and then shift his focus to another area.



# Financial **COMMITMENT**

## Resolve

- Finally, he decided to go all-in and allocated \$60,000 for the year (and it takes a year to start seeing results with this method) to the entire single-family farm knowing he had only to sell five homes to break even. He's never looked back.

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# Mailing Strategy

He tried USPS Every Door Direct Mail, but it didn't work for him. Now his approach is as follows:

- At each mailing, generate a list of all current owners and their addresses (even Non-Owner Occupieds) from his MLS
- Use USPS Marketing Mail

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# Frequency of **MAILING (2021)**

## Hesitation

- While the single-family farm was a logical area to expand into (and John lives in it as well), the size of the area presented a daunting marketing outlay, so John postponed entering for some time.

## Missteps

- W



# Logic of **MAILING DISTRIBUTION**

Through 2021, John mailed based on seasonality. Most market activity is April–June, so the mailing distribution tilted toward spring, dropping slightly in summer and autumn, and decreasing substantially during the winter months.

In 2022, John began consistently sending 2 mailers a month every month, and has seen better results.

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# Content **STRATEGY**

Once a quarter, John sends a mailer featuring two cartoon characters talking. All the other pieces are proof of production. The goal is to keep it simple and keep his name in front of people.

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# Keep the Competition **IN THE DARK**

Once a year, John goes through all the names (it takes him about three hours to do 12,000!), and deselect everyone he knows to be a real estate agent. It's not about wasted mailing cost so much as he doesn't want other, local agents to know his marketing practices.

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**“The Playbook”**  
John’s  
**TOOLKIT**

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# John's TOOLKIT



**JOHN COLLINS**  
484-919-2420

**RE/MAX MAIN LINE**  
610-640-9300 MAIN OFFICE

I want to sell my Main Line home this year, but only for a great price. Is there still time?



YES! Call John now to get your plan in place. He's sold 67 homes in 2021, all for **TOP DOLLAR**. John uses direct mail, social media, professional networking, professional photography and online marketing platforms to get his client's homes **SOLD QUICKLY** for the **HIGHEST PRICES**.



## Choosing the right agent is a very serious decision.

We'll discuss how to prepare your home for sale. I'll then create a marketing campaign to generate tremendous buyer demand for your Main Line home and negotiate the highest possible sale price for you.

No agent will work harder to get you top dollar with as little stress as possible.

If you want to sell in 2021 give me a call today.



If your property is currently for sale or lease this mailer is not intended as a solicitation of that listing.

**RE/MAX MAIN LINE**  
MAIN OFFICE: 610.640.9300  
CALL JOHN: 484.919.2420

**JOHN COLLINS**

49 E. Lancaster Ave.  
Paoli, PA 19301  
[john@calljohncollins.com](mailto:john@calljohncollins.com)  
[www.calljohncollins.com](http://www.calljohncollins.com)

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U.S. Postage  
PAID  
Upper Darby, PA  
Permit #45

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# John's TOOLKIT



**JOHN  COLLINS**  
484-919-2420

 **RE/MAX** MAIN LINE  
610-640-9300 MAIN OFFICE

## John Sold It

### MAIN LINE HOMES



**1428 Bradford Lane**  
Wayne  
Sold in October  
for \$630,000  
*Bidding war!*



**100 Anthony Wayne Drive**  
Wayne  
Sold in September  
for \$620,000  
*Above asking price!*



**550 Dorset Road**  
Devon  
Sold in October  
for \$675,000  
*\$75K above asking price*



**333 Contention Lane**  
Devon  
Sold in October  
for \$1,450,000



**575 Willis Lane**  
Wayne  
Sold in September  
for \$765,000  
*\$15K above asking price*

**CONSISTENTLY SELLING THE MAIN LINE FOR TOP DOLLAR**

#### Local Experience

- + Relentless follow up
  - + Extensive networking
  - + Global marketing
  - + Social media exposure
  - + Tough negotiating
  - + Direct mail
  - + Old fashioned hands-on selling
- = TOP DOLLAR FOR YOUR HOME**

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[john@calljohncollins.com](mailto:john@calljohncollins.com)  
[www.calljohncollins.com](http://www.calljohncollins.com)

**Let's discuss what your home is worth in today's market.**



*Call John*  
**484.919.2420**

SOURCE: BRIGHT MLS 11/4/2021  
THIS MAILER IS NOT INTENDED TO SOLICIT THE CLIENTS OF OTHER REALTORS

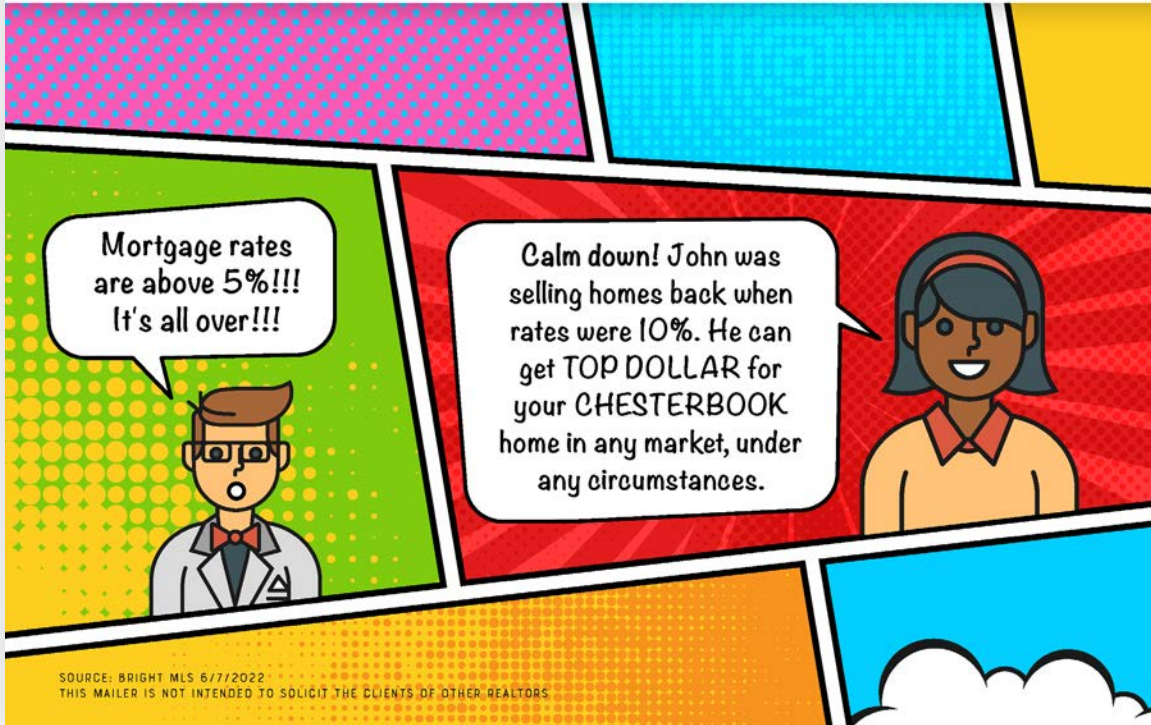
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# John's TOOLKIT



**JOHN  COLLINS**  
CALL JOHN 484-919-2420

 **RE/MAX** MAIN LINE  
610-640-9300 GENERAL OFFICE



Mortgage rates are above 5%!!!  
It's all over!!!

Calm down! John was selling homes back when rates were 10%. He can get **TOP DOLLAR** for your **CHESTERBOOK** home in any market, under any circumstances.

SOURCE: BRIGHT MLS 6/7/2022  
THIS MAILER IS NOT INTENDED TO SOLICIT THE CLIENTS OF OTHER REALTORS



Chesterbrook is an amazing place to live! I've sold 14 Chesterbrook homes this year, all for **TOP DOLLAR** and with **GREAT TERMS**. Call me to discuss how we can sell your home for the highest price possible.



 **RE/MAX** MAIN LINE  
GENERAL OFFICE: 610.640.9300  
CALL JOHN: 484.919.2420  
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# John's TOOLKIT



**JOHN  COLLINS**  
CALL JOHN 484-919-2420

 **RE/MAX** MAIN LINE  
610-640-9300 GENERAL OFFICE

## JOHN SOLD IT

**619 Wallace Drive**  
Wayne  
Sold 3/18/22 for \$50,000  
above asking price.

**351 New Market Court**  
Wayne  
Sold 3/15/22 for \$20,500  
above asking price.

**52 Newport Drive**  
Wayne  
Sold 3/16/22 for \$25,000  
above asking price.

**17 Daylesford Blvd.**  
Berwyn  
Sold 3/31/22 for \$5,000  
above asking price.

*In this market, it pays to work with a top agent.*

SOURCE: BRIGHT MLS 3/16/2022 | THIS MAILER IS NOT INTENDED TO SOLICIT THE CLIENTS OF OTHER REALTORS

**IN THIS MARKET YOU NEED AN  
EXPERIENCED AGENT TO BE  
SURE YOU'RE NOT LEAVING  
ANY MONEY ON THE TABLE.  
I KNOW HOW TO MARKET AND  
NEGOTIATE HOME SALES TO  
MAXIMIZE PRICES.**

CALL FOR A NO OBLIGATION  
DISCUSSION OF WHAT'S POSSIBLE  
FOR YOUR HOME.

**JOHN COLLINS: THE # 1 RANKED  
RE/MAX AGENT IN THE STATE OF  
PENNSYLVANIA FOR 2021.**

 **RE/MAX**  
MAIN LINE  
GENERAL OFFICE: 610.640.9300  
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# 3 Things YOU CAN DO NOW

## 01

Establish whether or not you have the money to go in for the long haul.

## 02

Calculate your break-even point.

## 03

Create your mailer image, keeping it simple and consistent.

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# 6 Things John will do **MOVING FORWARD**

**01** Plot mailing schedule at least six months in advance and stick to it.

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**02** Adjust messaging to address market shifts.

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**03** Post videos on social media regarding farm sales and events.

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**04** Conduct community events with farms.

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**05** Start daily dialing sessions into the farms

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**06** Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!

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## JOHN ON COACHING

The greatest return you can get in your business is to hire a coach. You cannot get to the next level without a coach. It's the most important investment you make in real estate. It's more important than geo farming, more important than Zillow, more important than anything.

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