

Sir Speedy Postcard Marketing Program Tips

Create Your CSV Files – follow step by step PowerPoint

1. Choose your “farm”
2. Identify
 - A. Absentee Owners
 - B. Whole neighborhoods
 - C. Your Neighborhood
 - D. Properties that surround your “Just rented Listing”
 - E. Properties that surround your “Just Listed Property”
3. Work from IMAPP – by logging into MLS
4. Create a CSV file for each campaign.

PowerPoint is available with complete instructions.

- A. Name each file specifically by neighborhood
 - B. Take note of the number of names on each list
5. Scrub each list.
 - A. No addresses out of the country
 - B. No addresses for HOA or common areas in the community.
 - C. No REO or bank owned properties.
 - D. No FPO or Military addresses
6. Create a folder in your documents for these files
 - A. Save each campaign to a prospecting folder.
 - Ex. For the Brookfield Subdivision with 103 – Non -Homesteaded
Name for file - Brookfield NH 103
 - B. If you choose several subdivisions and want to touch each one periodically your folders should have an identifier to help you stick to a system
 - C. You can also create mail labels with this system

Your Sir Speedy Account

- Get the Sir Speedy Link from Kathy
- Set up your account. This will require a Username and Password.
- Follow the prompts – refer to the Sir Speedy PowerPoint.
- Click – Rental Postcard. A selection of cards will appear – choose the one you want.
- If the card you choose asks a question- choose the question you like from a drop down. Make sure you know the answer.
- New Users – click create new. Give name, phone number and office location. Upload your photo
- On the drop down that says – Select a Shipping Address Choose - US Mail for me- this means Sir Speedy will stamp and mail
- Upload your saved CSV file from your Marketing file
- Pick quantity – information you gathered when creating the CSV file.
- Order ID – This will be your file name or last name
- Remember if you are specific when naming your file this will help you when ordering and to keep track of your marketing
- Ship for Me – Choose if you want to stamp and mail the postcards yourself

Postcard Budget

Your budget is \$125 per month. It is use it or lose it. The receipts need to be turned in for reimbursement immediately

Payment Information

Sir Speedy will contact you for payment information.

Your credit card will be kept on file for future orders.

Print your receipt and send it to pmdept@bhhsflpg.com.

To Schedule Multiple mailings

Pick the card you want for every campaign

Upload the appropriate list

Pick the date it should go out. (Thursday)

Place the order

Repeat for each campaign

Our contact at Sir Speedy is Jerry – 727-823-1162

orders@sirspeedystpete.com