



Generate high-quality leads from the **mass affluent**

TARGET

- Mass affluent, owner-occupied homes
- Our state-of-the-art, updated "rooftop" analysis ensures you reach the right homes
- Addressed to the homeowner by name

SHARED, COST-EFFICIENT FORMAT

- Highly efficient, shared mail format
- High-touch branding appeal to the "Lady of the House"
- High-quality printing ensures your company is presented as a leader
- Over 80% open rate (On Target Research, Nov. 2012)

TARGETED OFFERS

- Response-driven media will generate calls, visits and web traffic
- Format creates "shelf life" as not-ready-to-buy yet customers keep your postcard long after the mailing



MAILS AT KEY BUYING TIMES

- Reaches upscale homes at peak buying times in the sales cycle

LEAD FOLLOW-UP

- The success of your campaign is confirmed with RSVP Call Tracking.
- Online tracking with implementation of RSVP Online

RSVP HANDLES ALL THE DETAILS

RSVP has perfected the fine art of direct response. We utilize our extensive experience to target the right homes. Our package is complete, from design to...printing...mailing sorting...postage and delivery to the finest upscale homes in your market.

And we do it all for only pennies per home.