

— PROCESS STANDARD · REAL ESTATE INVESTOR MARKETING

Direct Mail, *end-to-end.*

A complete operating system for real-estate-investor direct mail: how lists are built, how contacts move through the cadence, when filtering runs, and how the long-term nurture keeps qualified prospects warm without wasting a single piece of mail.

INITIAL CADENCE

4 pieces

SEND INTERVAL

Every 2 wks

NURTURE ROTATION

6 pieces

FILTER CADENCE

Pre-send

One system, *five* stages.

Every prospect who enters the direct mail program moves through the same five-stage system. Lists are built from public records and proprietary data, scored, deduplicated, then dropped into a four-touch initial cadence over eight weeks. Contacts who don't convert move into a long-term nurture rotation. Filtering happens before every single mail drop.

The system is built on three core principles. **First, no mail piece is wasted** — pre-send filtering scrubs the list against converted leads, opt-outs, sold properties, and MLS listings before every drop. **Second, momentum compounds** — the initial 8-week cadence builds brand recognition and credibility fast, then nurture maintains it indefinitely. **Third, the system is recurring** — every new data scrape feeds the top of the funnel without disrupting contacts already in motion.

THE DISCIPLINE

No mail piece is sent *without a fresh suppression check* within the prior 48 hours.

Mail spends 5-10 days in transit. A contact converting during that window is unavoidable. A contact who converted three weeks ago receiving mail is a process failure.

The complete *flow*.

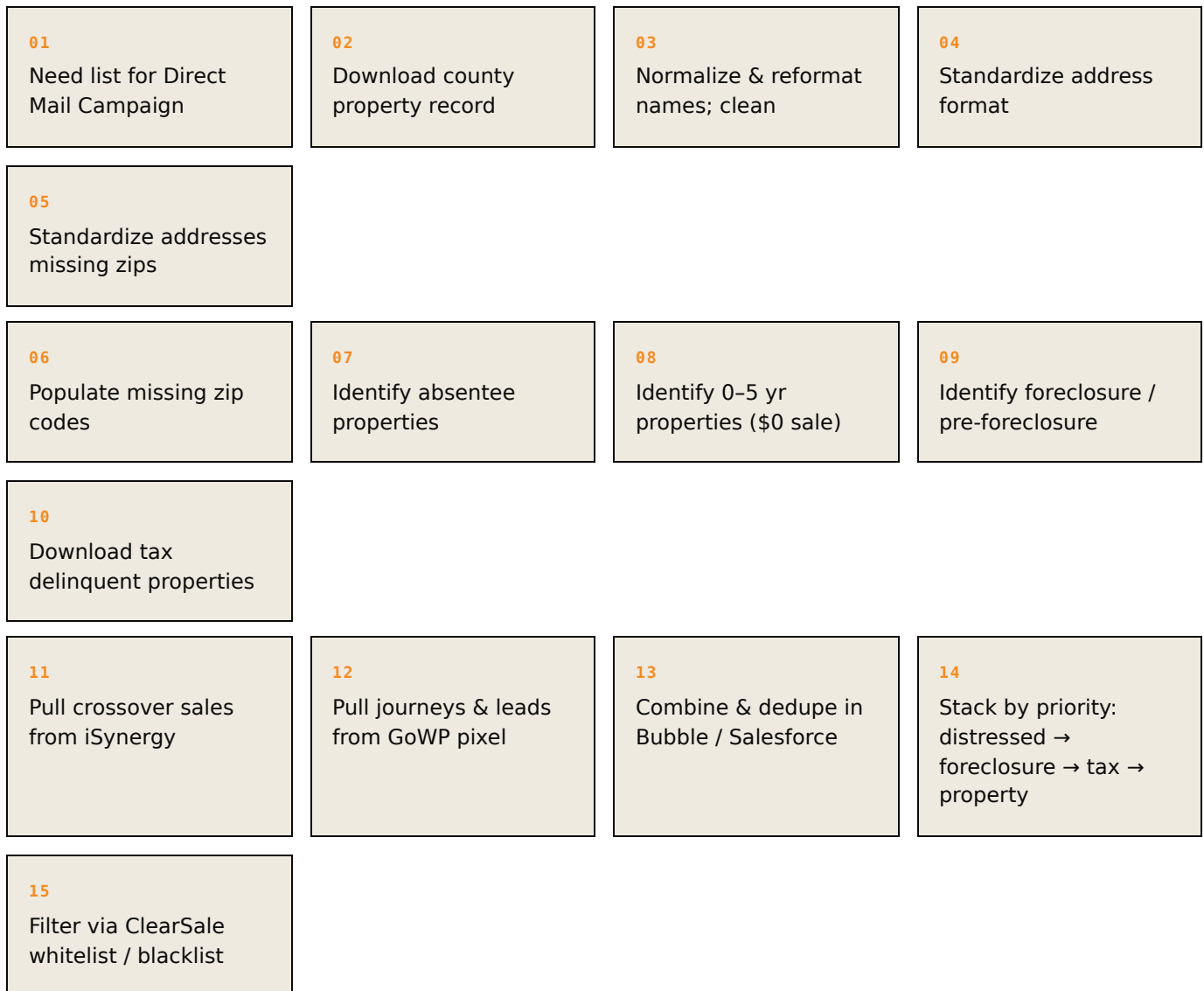
Every stage, every step, every piece of mail in a single view. Hover any block for emphasis. Each stage feeds the next; the final stage loops back to the beginning for every new data scrape.

Direct Mail System *Map*

BRAND DESIGN · PROCESS STANDARD

01 LIST CREATION & SCORING

SOURCE OF TRUTH



OUTPUT **Targeted & scored mailing list**



02 INITIAL CADENCE — 8 WEEKS

EVERY 2 WEEKS

Week 00 · Touch
1

BRANDED 4x6 POSTCARD

Front-door introduction. "Need to Sell Your House Fast?"
Brand, badges, trust marks.

Week 02 · Touch
2

OFFER RANGE LETTER

Handwritten-style.
Specific \$ range.
Personal, peer-to-peer tone.

Week 04 · Touch
3

6x11 TRUST POSTCARD

Social proof. 25 years,
2,500+ houses, 3-
step process on reverse.

Week 06 · Touch
4

FINAL OFFER POSTCARD

Hot-pink urgency.
"FINAL OFFER" — last
touch before nurture
or removal.



03 FILTERING & SUPPRESSION

PRE-SEND · AUTOMATED

✕ *Remove from list when*

- Contact became a lead (any inbound)
- Property sold (recorded sale)
- Property listed with an agent (MLS)
- Contact requested removal (DNC)
- Property no longer matches criteria
- Bad address / mail returned undeliverable

// Pre-send filter runs 48 hrs before every mail drop, both initial cadence and nurture



04 LONG-TERM NURTURE

EVERY 6 WEEKS · ONGOING

01

BRANDED 4x6

02

OFFER RANGE LETTER

03

6x11 TRUST

04

FINAL OFFER

05

LETTER — V2

06

OFFER RANGE CHECK

05 RECURRING DATA SCRAPE

LOOP BACK TO 01

↳ EVERY NEW DATA SCRAPE RE-ENTERS STAGE 01 – NEW CONTACTS FLOW INTO THE 4-TOUCH CADENCE WITHOUT DISRUPTING NURTURE

List *creation.*

Every campaign starts with raw public-records data and ends with a deduplicated, scored, suppressed list ready to mail. The fifteen-step process exists because the difference between a profitable campaign and a wasted one is almost entirely upstream of the mailer.

What gets pulled

County property records form the spine. Layered on top: absentee owners (mailing address differs from property address), 0-5-year-old properties with a \$0 sale price (indicating non-arms-length transfers, often inheritances or distress), foreclosure and pre-foreclosure filings, and tax-delinquent properties. Then internal data joins in — crossover sales customers from iSynergy and behavioral data captured by the GoWP pixel.

How it's cleaned

Names are normalized, addresses standardized to USPS format, missing zip codes populated against a reference database. Everything is combined and deduplicated in Bubble/Salesforce using custom matching logic, then stacked by priority signal: distressed first, then foreclosure, then tax delinquent, then standard property records.

How it's filtered

The final pass runs the list through ClearSale's zip code whitelist and blacklist — the operator's defined geography of acceptable markets and avoidable territories. What comes out is a targeted, scored, geographically valid mailing list ready for Stage 02.

The initial *four-touch*.

Eight weeks. Four pieces. Every two weeks. Each piece does one job, and the four together walk a cold contact from "who?" through "interesting" through "credible" to "now or never."

Week 0 — Branded postcard

The opener. A clean 4×6 with the brand mark, the woman, the trust badges (BBB, As Seen On TV, Local), and a single question: "Need to Sell Your House Fast?" No range, no urgency, no story. Just a confident introduction and a phone number.

This piece exists to make piece two recognizable. It plants the brand so the letter that arrives in two weeks isn't from a stranger.

Week 2 — Offer range letter

A handwritten-style personal letter on white with the brand mark at the top. "Dear Neighbor — I'm interested in buying houses in your area. I believe your house could be worth somewhere in the range of \$___ - \$___ CASH."

The specificity does the work. The range turns an abstract concept ("we buy houses") into something the recipient now has to decide whether to ignore.

Week 4 — 6×11 trust postcard

A larger piece to break visual rhythm. Front: "Region's Trusted House Buyer," "Buying houses for over 25 years," "2,500+ houses bought." Back: a three-step process and reasons homeowners choose the brand.

This is the credibility piece. By touch three, the contact has seen the brand twice. Now they get evidence.

Week 6 — Final offer postcard

Hot pink. "FINAL OFFER." A statement that availability is limited and the offer is real. This is the action piece — the last touch in the initial cadence and the trigger for one

of two things: a phone call, or graduation into long-term nurture.

If the contact responds, they exit the cadence as a lead. If not, they go into the 6-week rotation.

Filtering & *suppression.*

Filtering is the highest-leverage discipline in the entire system. A pre-send suppression check, run automatically 48 hours before every mail drop, prevents mail from going to anyone who has already converted, opted out, sold, listed, or moved out of qualification.

When the filter runs

Before every single mail drop. The initial cadence has four drops; the nurture rotation triggers a drop every six weeks per contact. The pre-send filter runs 48 hours ahead of each, scrubbing the active send list against the most recent status data from the CRM, MLS, county records, and DNC registry.

What it checks

Six conditions trigger removal: the contact became a lead through any inbound channel (phone, web form, text), the property sold (recorded sale picked up from county data), the property listed with an agent (MLS detection), the contact requested removal (DNC), the property no longer matches campaign criteria, or the address came back undeliverable from a previous send.

Where it lives

The automation runs in the CRM — Salesforce or Bubble, whichever is the source of truth for contact status. A scheduled job pulls the upcoming send list, runs it against all suppression sources, flags contacts to remove, and exports the cleaned list to the mail vendor via API or scheduled file drop. The operator never touches it.

Real-time is ideal. *Pre-send is practical.*

Real-time suppression requires every status change to fire an instant CRM event. That's an engineering project. A pre-send filter 48 hours before each drop captures 95%+ of the value with a fraction of the complexity, and uses tooling most operators already have.

Long-term *nurture*.

Contacts who survive the initial four-touch without converting are still qualified leads — they just haven't been ready yet. The nurture rotation keeps the brand in front of them every six weeks, indefinitely, until they convert or opt out.

The rotation

Six pieces, cycled in order, one every six weeks per contact. That means each contact sees the same piece roughly every nine months — frequent enough to maintain recognition, infrequent enough to avoid fatigue. The rotation includes the four original cadence pieces plus two new formats designed specifically for nurture: a second letter variant with different copy and an offer range check mailer.

Why six weeks

Six weeks is the interval that keeps acquisition cost rational while maintaining presence. Shorter and the cost-per-lead breaks; longer and the brand fades. Six weeks lands the next piece while the previous one is still in working memory.

Exit conditions

Same as the initial cadence. Any of the six suppression triggers removes the contact from nurture immediately. The pre-send filter runs ahead of every six-week drop.

Timing, *at a glance.*

The full mail schedule from data scrape to long-term nurture. Use this table as the source of truth for campaign calendars.

WEEK	ACTION	PIECE	FILTER RUNS
<i>T-1</i>	List built, deduped, scored, ClearSale-filtered	—	Initial build filter
<i>Week 0</i>	Touch 1 mailed	Branded 4×6 postcard	48 hrs pre-send
<i>Week 2</i>	Touch 2 mailed	Offer range letter	48 hrs pre-send
<i>Week 4</i>	Touch 3 mailed	6×11 trust postcard	48 hrs pre-send
<i>Week 6</i>	Touch 4 mailed	Final offer postcard	48 hrs pre-send
<i>Week 8</i>	Post-cadence filter; survivors enter nurture	—	Post-cadence sweep
<i>Week 14</i>	Nurture drop 1	Rotation piece (position 1 of 6)	48 hrs pre-send
<i>Week 20</i>	Nurture drop 2	Rotation piece (position 2 of 6)	48 hrs pre-send
<i>Every 6 wks</i>	Continues until exit trigger	Cycles through 6-piece rotation	48 hrs pre-send, every drop

