

Effective, turn-key marketing for growth-oriented real estate agents



CASE STUDY JIM CHIKATO

- ▶ Top Agent at Pinnacle Estates Valencia Office 8 consecutive years, Top 10 Pinnacle Estates agent 2 consecutive years
- ▶ Diamond Club, Platinum Club, and Multimillion Top Producer



We offset marketing dollars that were not working and plowed them into Discover. **It worked**”

Jim Chikato

THE GOAL



MARKET DOMINATION

1. Jim Chikato aimed to dominate his market encompassing two small towns in Northern LA County. Despite efforts with postcards, billboards, and community involvement, standing out remained challenging. However, in 2016, Jim partnered with Discover Publications, which proved transformative. Integrating his existing strategies with Discover's platform catapulted Jim's market presence to new heights.
2. He aimed to create a real estate publication that blended entertainment with utility. His vision included showcasing listings alongside engaging articles, useful recipes, and local stories and events that resonated with readers. Jim anticipated a positive response to this multifaceted approach, which was well-received by his audience.

THE PLAN

Jim's publication was a foundational part of his marketing strategy, but just a part. He targeted about 5000 homes (no apartments or mobile homes) and built a comprehensive plan. He created a special "farm" Facebook page long before Instagram took off, and purchased placements on two large billboards.

- ▶ **Quantity:** Jim began with a farm of 3,300 homes in 2016, expanded to 5,000 homes in 2018, and to 5,600 homes in 2024.
- ▶ **Frequency:** Quarterly mailings from the beginning. 3-month intervals worked for Jim because he maintained excellent consistency, farmed with other touchpoints in between, and marketed with other channels to reinforce his brand throughout the quarter.
- ▶ **Advertising:** Jim leveraged Advertising from the beginning to maximize his farming budget. Early on, advertisers covered \$600 to \$1,200 per publication. Since 2024, more than \$2,100 of his paper is paid for by Ads. Discover manages Jim's advertising billing and service.



Jim's branding and headshot are prominent above the fold, with a large Call to Action below.



I appreciate the staff at Discover, they are very helpful and creative"

Jim Chikato

Strategy: Jim continued marketing with postcards, billboards, and digital marketing, continually recalibrating his mix to maximize results. Over time, he shifted resources away from poorer-performing channels and into his 12-page publication.

THE RESULTS

2016

3-5 qualified listing inquires in the first year. "At the listing appointments I used my newspaper as the "closer" and got a 100% conversion rate. I'd slap a few past copies down and say list with me today and you get page 6, 7 or 9, right here, right now. If they were interviewing other agents, no one could compete with that. My business kept growing year after year."

2022

When the market slowed down Jim's business remained strong. But maintaining a strict publishing schedule became difficult with his workload, so Jim took a break from the paper. "I felt it big time, by 2022 I could not keep up so I let it slip. Big mistake. I won't do that again."

2017 to 2020

Jim's business grew substantially and he credits Discover for playing an integral role.

2020 & 2021

Jim now had the market domination he had been striving for. 2020 and 2022 were "boom" years for him and his publication played a huge role in harvesting listings.

2023 & 2024

Ongoing growth in leads and listings, despite a scarcer market. With Jim's advertisers paying a much larger chunk of his paper he's been able to expand his market from 3,300 homes to 5,600, helping to offset the lower volume of listings in the market.

Content is Key

Jim works closely with his design team to make sure his content gets high engagement, demonstrates his expertise, and makes the phone ring. He includes:

- ▶ In-depth statistics that are highly visual
- ▶ Calls to Action focused on value for the homeowner
- ▶ Local real estate article on the cover
- ▶ Personalized "Ask Jim" column
- ▶ Listings and Solds with large images and short descriptions

“

I love the Dear Jim section. I grew up with Dear Abbey and I know it connects with people. The articles written for that section really hit home and make me look like a true star”

Jim Chikato



SEE A SAMPLE



CASE STUDY
JIM CHIKATO

discover
PUBLICATIONS

Founded in 1995, Discover Publications is a national marketing firm offering unique, customized, and location-specific direct mail publications to real estate agents. For more than two decades, Discover Publications has created, printed, and mailed more than 90 million custom publications for clients who consistently share that this is the most innovative and powerful marketing tool they have ever encountered. Discover Publications is the real estate marketing expert.