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PUBLICATIONS
Become a household name®

**Customized direct mail newspapers,
generating leads, maximizing ROI for
professional Real Estate Agents**

Case Study - Kerby & Cristina

Customer Profile

- Kerby and Cristina Skurat are real estate agents serving the Minneapolis-St. Paul Metro area
- Dedicate their services to impacting every facet of their client's lives through real estate
- In 2011, the team sold 60 homes. In 2012, they joined RE/MAX Results and they sold 121 homes. In 2013, they sold 192 homes. And in 2014, they sold over 265 homes, which gets them closer and closer to their yearly goal of 300 homes sold
- In 2013, the team was fortunate to earn a spot in the RE/MAX Hall of Fame. They also received the Diamond Club Award and the Top 3 RE/MAX team recognition in 2013 & 2014



“Our two main goals were to increase profit and establish market dominance. Discover Publications made it possible for us to do both of those things.”

- Cristina Edelstein-Skurat

Challenges

- > Increase profit
- > Maximize marketing ROI
- > Build a trusted organization
- > Gain exclusivity to target market region
- > Establish market dominance

Solution

- > Customized, direct mail neighborhood newspapers (custom publications)
- > Target consumer interest
- > Provide reliable market information to thousands of leads and customers
- > Gain awareness from the local community through informative and engaging publications

Results

- > Immediate response after first publication mailing
- > 1.2x ROI after only one year
- > 4x ROI after two consecutive years
- > Established trust with local residents
- > Established a well-maintained market dominance due to exclusive mail routes; their audience does not receive custom papers from other agents in the area

Engage | Interact | Customize Content | Generate Leads

THE PROBLEM

Direct Response Marketing with Postcards Wasn't Effective Enough

Farming with postcards. That was Kerby and Cristina's primary marketing strategy. Farming was fairly profitable, and they covered a wide geographic area with their mailings.

However, this type of direct response marketing simply wasn't effective enough.

Kerby and Cristina wanted to establish market dominance and increase profit in a way that farming with postcards couldn't achieve. Additionally, they knew that postcards weren't the right tool for building a trusted organization.

To make matters worse, their message was getting diluted because many other real estate agents in the area were utilizing the same marketing tactics.

They needed a more unique, more effective and more profitable marketing tool.

THE SOLUTION

Kerby and Cristina Switched to Customized Direct Mail Newspapers

Kerby first heard about Discover Publications while talking with an agent in another market. "I mentioned that I was looking for a better way to add value to my prospects while also increasing sales," Kerby explains.

"That's when he asked me if I'd ever heard of Discover Publications. I told him to tell me more."

What Kerby found out was that he could distribute a full-color, 12-page newspaper for just six cents more than what he was paying for each postcard.

That's when he knew a customized direct mail newspaper created by Discover Publications was the marketing tool the team could rely on to meet the needs of their business.

Newspapers increase sales by building trust and nurturing relationships because:

- **Newspapers are an attractive, soft-sell medium that people enjoy reading.**
- **They combine the power of direct mail with the know, like, and trust approach to marketing.**
- **Rather than delivering information that agents want prospects to have, newspapers enrich the lives of prospects by delivering the information that they want.**
- **Newspapers have a long shelf life and are read by multiple people between mailings including the household decision-maker.**

"The authority alone made Discover Publications worth the investment. We left postcards behind and became the publishers of a real newspaper that reached our prospects on a monthly basis," Cristina says.

THE RESULTS

Impact

"The response was immediate," Kerby says with a broad smile. "As soon as our first paper hit mailboxes, we started getting calls." This helped confirm that the team had made a worthwhile investment in the right marketing tool.



Outstanding ROI

About a third of Kerby and Cristina's marketing is dedicated to their newspaper. And it's working. "At the end of our first year, we had a 1.2x ROI. The newspapers more than paid for themselves," Kerby explains.

In 2014, the team's Plymouth edition netted (after all fees, selling expense and cost of publication) \$20,000. In 2015 from consistent mailing and brand awareness generation, the same edition netted \$260,000. "Now, in our second year, for every dollar we put into the newspaper, we



Kerby and Cristina showcase several listings in a way that is easy for their audience to view and read descriptions. Some clients call with their dream home already picked out.

get four dollars back. And that's pure profit after we pay our agents!"

Nurturing Trust

Kerby and Cristina believe that their market dominance is fueled by buyers and sellers not wanting to work with agents who don't have a professional newspaper in their toolbox. That's a huge display of trust that Kerby and Cristina's organization has earned in a relatively short amount of time.

Exclusivity Has Its Benefits

"Having ZIP code exclusivity is a big deal," Kerby says. "We're the only team in town with a newspaper, and that projects a professional image to both buyers and sellers." In less than two years, Kerby and Cristina's team is selling nearly five times more homes than any other real estate team in Plymouth.

Business is going so well that they have planned to send their paper to another 17,000 homes in a new area.

Cristina expresses her satisfaction when she says, "Our two main goals were to increase profit and establish market dominance. Discover Publications made it possible for us to do both of those things."

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- Kerby Skurat





About 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.



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