



2018 Yearly Marketing Calendar

MONTH	CUSTOM XPRESS PIECE	Quantity	COST*	POSTAGE (1st class unless otherwise noted)	TOTAL \$ (Tax not included)*	SCHEDULE	ACTION	TIME	SOURCE
January	Direct Mail: New Year's Greetings	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > New Year's
	Direct Mail: Helpful Homeowner Tips (Real Estate Tax Deductions)	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Helpful Homeowner Tips
	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Printed Newsletter: Home Update - Trending home designs	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Place Order by selecting all months & Upload Mail List	15 mins	WORC > Custom Xpress Tools > Home Update
February	Direct Mail: Interest Rates Q1 2018 or Market Update	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Direct Mail: Baseball Schedule	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Sports Schedules
	Printed Newsletter: Home Update - Tax benefits of owning a home	100	\$0.89	included & mailed to your list	\$89.00	12/year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$6.00	standard mail & mailed to your list	\$300.00	6/year	Select plan & mailing list	15 mins	WORC > Custom Xpress Tools > Auto-Flow
March	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Direct Mail: Spring Forward Reminder (March 11, 2018)	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Spring Forward
	Direct Mail: Helpful Homeowner Tips (Spring tips)	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Helpful Homeowner Tips
	Printed Newsletter: Home Update - Agent vs. FSBO	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
MONTH	CUSTOM XPRESS PIECE	Quantity	COST*	POSTAGE (1st class unless otherwise noted)	TOTAL \$ (Tax not included)*	SCHEDULE	ACTION	TIME	SOURCE
April	Direct Mail: Community Events	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Community & Foundation
	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Printed Newsletter: Home Update - Selling your home? Here's how to get your home market ready	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$0.00	standard mail & mailed to your list	\$0.00	6/year	No action if you've already enrolled clients into the program		WORC > Custom Xpress Tools > Auto-Flow



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May	Direct Mail: Interest Rates Q2 2018 or Market Update	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Direct Mail: Community Service Day	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Community & Foundation
	Printed Newsletter: Home Update - Security mistakes homeowners overlook	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
June	Direct Mail: Summer Greetings	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Summer
	Direct Mail: Helpful Homeowner Tips (Summer tips)	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Helpful Homeowner Tips
	Printed Newsletter: Home Update - Home upgrades that pay off in resale	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$0.00	standard mail & mailed to your list	\$0.00	6/year	No action if you've already enrolled clients into the program		WORC > Custom Xpress Tools > Auto-Flow
July	Direct Mail: Market Update or Trendgraphix	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Direct Mail: Football Schedule (College or NFL)	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Sports Schedules
	Printed Newsletter: Home Update - Condos vs. townhomes vs. single homes	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
August	Direct Mail: Community Events	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Community & Foundation
	Direct Mail: Interest Rates Q3 2018 or Market Update	100	\$1.02	included	\$102.00	2nd	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Printed Newsletter: Home Update - Buying your first home? What to expect as a first time home buyer	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom XpressTools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$0.00	standard mail & mailed to your list	\$0.00	6/year	No action if you've already enrolled clients into the program		WORC > Custom Xpress Tools > Auto-Flow
September	Direct Mail: Helpful Homeowner Tips (Fall tips)	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Helpful Homeowner Tips
	Direct Mail: Fall Greetings	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Fall



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	Direct Mail: Market Update or Trendgraphix	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Printed Newsletter: Home Update - Roofing 101	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
MONTH	CUSTOM XPRESS PIECE	Quantity	COST*	POSTAGE (1st class unless otherwise noted)	TOTAL \$ (Tax not included)*	SCHEDULE	ACTION	TIME	SOURCE
October	Direct Mail: Lead Generation	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Lead Generation
	Direct Mail: Halloween Greetings	100	\$1.02	included	\$102.00	3rd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Halloween
	Printed Newsletter: Home Update - Assess your home's efficiency with an energy audit	100	\$0.89	included & mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$0.00	standard mail & mailed to your list	\$0.00	6/year	No action if you've already enrolled clients into the program		WORC > Custom Xpress Tools > Auto-Flow
November	Direct Mail: Helpful Homeowner Tips (Winter tips)	100	\$1.02	included	\$102.00	1st week	Place Order, select mailing list	15 mins	Print & Direct Mail > Keep In Touch > Helpful Homeowner Tips
	Direct Mail: Thanksgiving Greetings	100	\$1.02	included	\$102.00	2nd week	Place Order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Thanksgiving
	Direct Mail: Interest Rates Q4 2018 or Market Update	100	\$1.02	included	\$102.00	3rd week	Handwritten note, stamp, mail	1 hr.	Print & Direct Mail > Keep In Touch > Real Estate Economics
	Printed Newsletter: Home Update - How to maintain your home water heater	100	\$0.89	included mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
December	Direct Mail: 2018 Calendar Postcard	100	\$1.02	included	\$102.00	early in month	Place order, select mailing list	15 mins	Print & Direct Mail > Seasonal > 2018 Calendars
	Direct Mail: Winter or Holiday Greetings	100	\$1.02	included	\$102.00	1st week	Place order, select mailing list	15 mins	Print & Direct Mail > Seasonal > Winter or Christmas/Holiday Cheer
	Printed Newsletter: Home Update - Vacation home or income-producing investment	100	\$0.89	included mailed to your list	\$89.00	12/Year	Check your order	15 mins	WORC > Custom Xpress Tools > Home Update
	Direct Mail: Auto-Flow - Seasonal or Homeowner Tips: Static Template Available	50	\$0.00	standard mail & mailed to your list	\$0.00	6/year	No action if you've already enrolled clients into the program		WORC > Custom Xpress Tools > Auto-Flow
TOTAL					\$4,428.00				