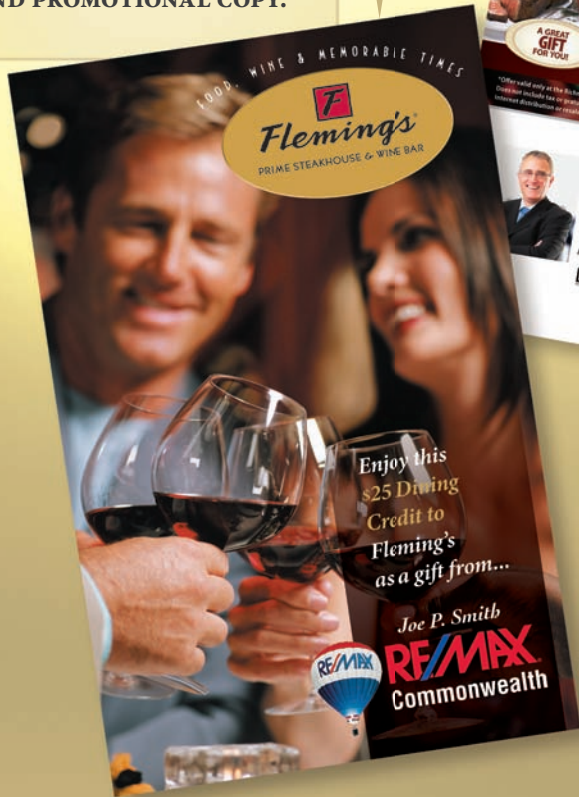




AWARD-WINNING CUSTOMIZED  
ARTWORK WITH YOUR LOGO  
AND PROMOTIONAL COPY.

CO-PROMOTIONS WITH  
RESPECTED REAL ESTATE  
PROFESSIONALS.



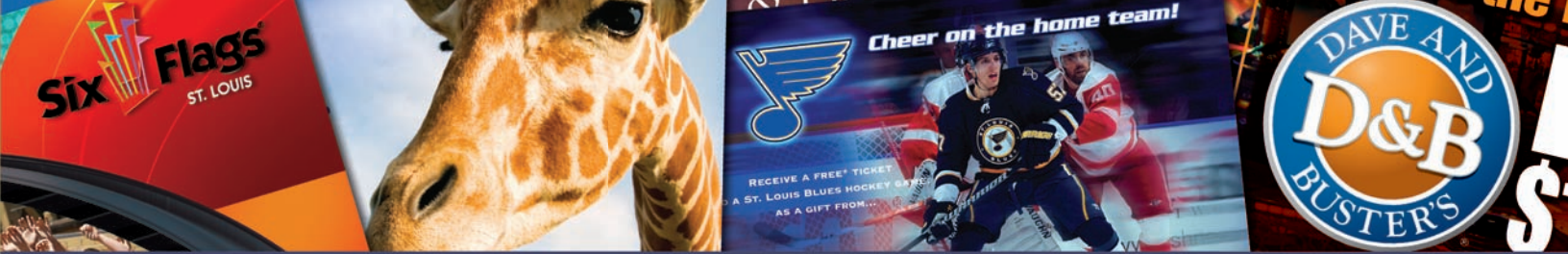
SENT TO CUSTOMERS AS A  
GIFT FROM THEIR FRIEND IN  
THE REAL ESTATE BUSINESS.

Partner with Real Estate  
Professionals and reach *Thousands*  
of affluent households for FREE!

**From Your Friends** is a customer appreciation program created for top real estate companies across the country. As a way to say “thank you” to their past clients, each month thousands of real estate professionals send a new full-color, direct mail piece to tens of thousands of households featuring an outstanding offer from a restaurant, entertainment venue or merchant.

The program is a cooperative effort between well-respected companies like RE/MAX and Coldwell Banker and select restaurants, merchants and entertainment venues. The real estate professionals pay for all aspects of the co-promotion, including graphic design, printing and postage. Featured partners **pay nothing** to participate. Instead, in exchange for the free marketing, each featured partner provides a limited-time discount offer. Unlike paid advertising or even entertainment coupon books, this program gets extremely high usage rates because each postcard is viewed by the recipient as a thank-you gift “from their friends” in the real estate business. Each co-promotion is sent only to a select group of recipients, and each custom-designed, full-color direct mail piece offers you the chance to enhance your brand image.

From Your Friends offers co-promotional opportunities all across the country and reaches millions of affluent households each year. Depending on where you are featured, this could mean thousands or even tens of thousands of dollars in no-cost direct mail marketing for you. Through ten years of co-promotions, every partner who has been featured in the From Your Friends program has found it to be a successful and profitable partnership.



WWW.FREEDIRECTMAIL.COM

## Why hundreds of restaurants, merchants and venues partner with From Your Friends each year...

### **Why Not? It's Free!**

From Your Friends is free to featured partners. You have absolutely nothing to lose by participating... and hundreds or thousands of new customers to gain. Saving your marketing dollars or expanding your marketing budget with thousands of dollars of free direct mail makes outstanding fiscal sense.

### **We Do All The Work**

From design to delivery, we handle all aspects of the program, creating and distributing a professional product that meets your standards and enhances your brand image at no cost and with minimal time commitment from you. We can handle all aspects of design and copywriting with just your input and final approval or work with your agency or marketing team to collaborate on the final product.

### **You'll Reach An Interested Consumer**

From Your Friends recipients have an existing relationship with the real estate professional who adds their name to the distribution list. That means that your message is being sent to actively engaged recipients. Your message is not an unsolicited advertising intrusion but rather part of an ongoing correspondence between a consumer and their trusted real estate advisor.

### **Direct Mail Incentives Work**

Direct mailed, limited time offers are proven generators of customer traffic. 75% of all consumers in all income brackets use advertised discounts regularly. Are you willing to lose that business to competitors?

### **Give a Little, Get a Lot**

Because of the way we structure our offers, when customers visit to redeem the limited time discount, they are nearly always visiting with at least one other customer paying full price (often more than one). Because our recipients aren't your typical "coupon" user, they often feel more inclined to splurge on additional impulse items that without the initial savings they would never have purchased. This can lead to an overall higher level of consumer satisfaction as your customer leaves with an enhanced experience at an affordable price—a great first step to creating repeat business loyalty.

### **High-Quality Brand Building**

Unlike entertainment coupon books or online promotions, From Your Friends direct mail offers a true opportunity to portray your brand image to consumers through custom-designed, high-quality, full-color marketing pieces. Even the recipients who do not take advantage of the limited-time offer will be exposed to your impactful, brand-building marketing message.

### **Trusted & Respected Partners**

Co-promoting with powerful brand names like RE/MAX and Coldwell Banker provides consumers an additional level of trust and respect for From Your Friends featured partners.

# Our partners use From Your Friends to accomplish a variety of marketing objectives:

## Offer Discounts Without Lowering Perceived Value

Because From Your Friends recipients view these special offers as gifts sent from and paid for by their friend in the real estate business, the discounts and offers are not viewed as lowering the actual value of your product or service.

## Announce New Products or Locations

There is no better way to introduce consumers to a new location or product offering than through a no-cost direct mail program offering a limited-time incentive.

## Reach Consumers New To The Area

Many of the recipients of From Your Friends postcards are recent homebuyers who may be new to the area. These new movers are an excellent target audience as they have yet to build loyalty with any competing business and are more receptive to marketing messages—especially those offering a discount.

## Expand Reach To New Areas of Town

Studies show that consumers are willing to drive further to redeem a discount, which means through a From Your Friends promotion you can expand your reach beyond the normal limits.



“The From Your Friends program has generated great results for our Saltgrass Steakhouses in Colorado. When can we get it going in our other markets?”

—HEATHER WILSON, LANDRY’S RESTAURANT CORP.



“I’m happy we have created this partnership and would love to offer it to more franchisees in the future.”

—NICK FILLER, QDOBA MEXICAN GRILL FRANCHISE CORP.

## You’re in good company

Since 2002, From Your Friends has distributed over 7 million co-promotional direct mail pieces, providing over \$3 million in free direct mail marketing for our featured partners.



Are you interested  
in becoming a From  
Your Friends featured  
partner? Call today!

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EMAIL: [info@FromYourFriends.com](mailto:info@FromYourFriends.com)  
TOLL FREE: (866) 866-0078