

NEW PROS COMMUNICATIONS USERS GUIDE

See Back Cover to Learn how you can Save \$20 on your next Invoice !

> Your business can't survive without new customers.



"NewPros® service has greatly attributed to the growth of our company in the generation of new customers. Most consultants project a 3% return rate on advertising. Our projected return is 10% every time we utilize NewPros®."

Bruce Shaffer, President
Shaffer Landscape, Inc.
Client since 1997

"I have been purchasing your leads on a monthly basis for several years and we have found that we have added at least 40 new clients per year because of our relationship."

Randall E. McGill, CFP
Homer Financial Services

"Due to the fact that your lists are current, accurate and can include phone numbers we have been able to write between 300 and 400 new policies over the last 7 years."

Mike Rudy
Brokerage Manager

See Back Cover to Learn how you can Save \$20 on your next Invoice !

Providing the Highest Quality Lists for more than Twenty Years

Call today for your FREE quote and area analysis

800.837.5478

Mon-Fri 8am-5pm EST

Get \$20 Off Your Next Invoice!



Submit your referrals, here's how...

When they call and tell us that you referred them to our program, you will be credited \$20 on your next invoice - once they sign up for our service.

You can also have your Account Rep call them directly and provide a **free area analysis and customized quote**. Simply provide a contact list and let your friends know that we'll be calling. Of course there is no obligation - only valuable information.

When it comes to New Home Owners

NewPros Communications Delivers.

Why use our service?

New Pros has no annual contracts, no up front fees, and large minimum orders are not required...

We supply you with a fresh list every month, or you can order several back up months at once. In most areas you can select names by county, zip code, purchase price of home, or percentage of equity. All subscriptions are on a month to month basis after an initial 4 month commitment.

We help you contact the new people in your area - before they establish buying habits with your competitor.

Call for a FREE area analysis and customized quote.



155 Hidden Ravines Drive - Powell, Ohio 43065

Toll Free: 800-837-5478

www.newpros.com

MOST FREQUENTLY ASKED QUESTIONS

Q. Can I get more than one set of labels?

A. Yes, we can add any number of duplicate labels to your current order, or send copies of labels that you have previously received.

Q. Can I obtain the information electronically?

A. Yes, we have several options if you would prefer to print your own labels, or send out personalized letters. We offer data files in several formats including CSV, ASCII, dBase or Microsoft Word Merge. These files can either be delivered to you via Email or sent on a CD-Rom / 3.5" diskette. We can Email you sample formats in advance to enable you to determine compatibility with the software you will be using to work with the data.



Q. Where do you get new homeowner information?

A. This information comes directly from the county courthouse in your area. The Deed Recorder's office releases this information on a regular basis for public use. We utilize several different methods of data transmission to obtain this information which varies from courthouse to courthouse. We then take several steps to clean and enhance the data. We access telephone records and directories to obtain numbers as some are new and not printed in the directories yet.

Q. Does this information include condominiums?

A. Yes, as long as the condo is purchased and occupied by the actual owner. We do not provide information on renters.

Q. Can this information be used more than once?

A. Yes, you are licensing the information, not leasing it. We require only that you do not re-sell information to another user.

Q. Why is my city name not on the labels, just the name of the closest large town?

A. The Post Office recognizes only one city name for a zip code, therefore your city may not be shown, but the information will be delivered in the same timely manner.

> CUSTOMER CARE & CLIENT SUPPORT



Our stability and customer-focus combine to make NewPros Communications a company you can count on.

We guarantee a 95% accuracy rate on our labels. Keep in mind that you may experience a small 3-5% undeliverable rate due to errors in government records or new streets that the postal service is not fully aware of. If you experience anything greater or have any other questions, please call our customer care department.

TARGET MARKETING TIPS FOR SUCCESS



When beginning your direct marketing program there are a number of issues you should consider in order to increase the effectiveness of your campaign:

A good place to start is with one of the most fundamental principles of direct marketing the 60-30-10 Rule - That 60% of your mail success is based on the list you use, 30% on your offer, and the remaining 10% of your success on your creativity.

Utilize the Best List

The list you use in your direct mail program is unquestionably the most important factor in your success. No matter what you're selling, you will need a quality mailing list to find your new customers. The list you have just purchased through NewPros is the best list available. New residents are the people to target in order to stay one step ahead of your competition. We help you contact the new people in your area before they establish buying habits with your competitor.

Presenting Your Offer

The way your mail piece presents your offer is also of the utmost importance. Remember people are busy and are bombarded daily with thousands of marketing messages. Your offer should be presented in a professional manner, in a way that compels your prospect to respond. We have included in this users guide some examples of successful designs in postcards, flyers, letters and brochure formats. You are limited only by your imagination .

Make it Easy to Respond

Your mailing should present the offer in a way that makes it easy for your customer to respond. You only have a few seconds to get your prospects attention. How do you want your audience to respond? Call or Visit? Make sure your call to action is clear and tells the prospect exactly what it is you want them to do. Use an incentive to create urgency.

Be Patient and Positive

Having a positive mind set is essential. The primary purpose of your direct mail program is to reach and find new customers, but this requires you to be patient until they respond. It often takes time for customers to respond and the momentum of your campaign will continue to build with each monthly mailing to New Homeowners. Many professionals in direct marketing also suggest that repetition is important. If you mail to the same group several times throughout the year, the effectiveness will be enhanced with each mailing.

Use the Best List – Present the Right Offer – Be Patient... and you will succeed!

LEADS: YOUR CHOICE OF LIST FORMATS

Growing your customer base has never been more efficient. You and your staff will not spend a lot of time on your promotional program. This proven process is designed to fit your individual needs.

Our complete system delivers simple prospecting, marketing and tracking tools. Choose from one of the following formats to obtain valuable information on your potential customers.

Some detail are not available in all areas. Consult with your Account Rep.

Date Transaction Filed (Actual move-in date may be 30 or more days later)

Mortgage Amount	Name(s) and Addresses	Mortgage Lender	Do Not Call List Indicator	Newly Built Home	Scrub Date
\$285,000 \$199,500	Susan A. Smith Steve B. Smith National Bank	1234 Street Rd. Powell, OH 43065 NP			12-OCT-01
\$264,000 \$98,000	John C. Doe Jane E. Doe MidWest Mortgage	567 Street Dr. Powell, OH 43065 614-555-8222		New Constr	10-OCT-01
\$220,000 \$198,000	Holly Ann Johnson City Bank & Trust	89 Street Name Ct. Powell, OH 43065 614-555-7171 S	S		15-OCT-01 10-DEC-01

NP= Not Published
NF= Not Found
Bold/Underline= This number is on a Do Not Call List

S= On State List
T= On Telephone Preference Service (TPS) List

(The date this phone number was scrubbed against state Do Not Call lists)

The Homeowner report

These easy to read listings are great for your sales staff, or use them to follow up on a mailing. They are in zip code sequence and include the information shown.

Please note:

As of October 1, 2003 the latest National Do Not Call rules do not allow us to legally scrub against the National Do Not Call List.

For details go to www.ftc.gov.

Mailing Labels

The pressure sensitive labels are self-adhesive and can be easily removed from the wax backing and applied by hand to your mailing piece.

(Label size: 3" X 15/16")

James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000
James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000
James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000	James B. Smith Jane A. Smith 123 Street Rd. City, State 00000

Formatted File

Available in ASCII, dBase, CSV or Microsoft Word formats. Sample files are available.

Via Email

Receive your list or formatted file even faster. The information is directly sent to your email.

> CLIENT FEEDBACK

"Since receipt of the first list we have been impressed with the accuracy and quality of the leads. We have added about 10 new clients from the use of the list which has been about 10x return on our money. We have not been following up with phone calls but we are about to start implementing that and we expect that our success rate will quadruple at that point. I would like to commend your company and all of the helpful employee/associates that make it a pleasure to do business with NewPros." - Charles C. Conour, Jr. President

MAKE TARGET MARKETING WORK FOR YOU

> SELLING WITH FLYERS

One page flyers are economical and effective. They can be used as a direct mail piece and sent in an envelope.

Today's printing solutions have made it more affordable for small businesses to produce high quality promotions. You can increase your response with a professionally designed piece.



Are You Stuck with a Lemon?

From Beatles to Benz we keep you running...

With all that you have to worry about, your car should not be another stress. Our mechanics are experts that you can trust and our service is done when you need it. Come by our conveniently located auto care center for a FREE inspection and estimate.

ABC AUTO CARE
123 Street Name, City (800) 555-1212



COMPLIMENTARY
Drop off and pick up service with any work over \$150.00

Or take 10% off your invoice.

ABC AUTO CARE
offer good until 12/01/

Simple Sells Too!

One color, text only pieces deliver great response...

Just follow the same guidelines and your words can create a high response rate.

Words can be used as your main VISUAL too. Consider one or two words that SELL and print them so large that they are seen first.

This flyer shows a powerful example.

EXTRA *for*
FREE

At ABC Salon you always get the little extras that make a big difference.

And we do not charge you more. With every appointment you receive a complete experience - Wash, Treatment, Cut & Style - all for one low price. Call for an appointment - when only the best will do.

(800) 555-1212

Each piece should contain the following key elements:

VISUAL: Use the visual to catch the eye of your audience.

ATTENTION GETTING STATEMENT: A simple Heading ties together your VISUAL and the message. Make your audience curious to read on. Questions are highly effective.

SUB-HEADING: Introduce your solution and service to the audience.

MESSAGE: Inform the audience about what makes you different from your competition.



CALL-TO-ACTION: How do you want your audience to respond? Call or visit? Use an incentive to create urgency.

SIGNATURE: Your name, contact information and address.

MAKE TARGET MARKETING WORK FOR YOU

> SELLING WITH LETTERS

Many business owners look for a mailer that is easily designed and printed. Letters are a very effective and economic way to accomplish this. They are also highly professional and very personal. Here are a few examples from other businesses that have used our service and have had great success.

 <p>ABC Restaurant</p> <p>Welcome New Neighbors!</p> <p>Whether you are new to the city or just moving across town, welcome to the neighborhood. We all know that moving is always a ton of work. Let us make things a little easier. Take a break from boxes and join us for a relaxing meal. I invite you to have a FREE dinner entree with an order of one of equal or greater value.</p> <p>Drop in and visit us at 123 Street Name. We will even do the dishes.</p> <p>Mr. John Smith, Manager (800) 555-1212</p>	<p>ABC FLORAL SHOP</p> <p>(800) 555-1212</p> <p>Whenever you need flowers, for a special occasion or simply to say "I Care" - come see us at ABC Floral Shop.</p> <p><i>Congratulations on the purchase of your home. We would like to meet you. Please come see us and receive a FREE house plant to brighten up a room in your house.</i></p> <p>Sue Smith, Owner XYZ Shopping Center</p> <p>PS. We deliver to make your house beautiful.</p>	 <p>ABC CHIROPRACTIC CARE</p> <p>Moving Aches and Pains!</p> <p>It can be hard to relax and enjoy your new home when the pain of moving has you hurting. We are accepting new patients and invite you to come to our clinic any Tuesday or Wednesday for a free assessment and \$50 off of your first treatment.</p> <p>It's our way of saying welcome to the neighborhood... we'll help make it a healthy move.</p> <p>Dr. John Smith (800) 555-1212 M-F 10am-7pm</p>
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> SELLING WITH POSTCARDS

Postcards can lower your postage costs- but not your response rates!



The image shows a postcard design for a real estate business. On the left, there is a photograph of a large, two-story house with a green lawn. Overlaid on the image is a 'SOLD' sign and a 'WELCOME' sign. The text 'Home Sweet Home' is written in large, green, outlined letters at the bottom left. On the right, the postcard layout includes a header with the text 'Welcome to the Neighborhood! Attention getting statement here.' followed by a dashed box. Below this is a sub-heading 'Sub-heading goes here...' and a paragraph of text: 'It just takes a quick message to make your point. This is where you write your call-to-action.' This is followed by a 'PS. Put a special incentive here. It will get read!' and a circular logo that says 'your LOGO'. To the right of the logo is a box containing the text: 'NewPros® Communications', 'Lead Label Here', and 'City, State 00000'. At the bottom right, there is a box for contact information: 'Your Company Name', '123 Street Name', 'City, State 00000', '(800) 555-0000', and 'www.yourwebsite.com'.

MAKE TARGET MARKETING WORK FOR YOU

> SELLING WITH BROCHURES: SELF-MAILERS

Design your information onto a double sided sheet. No need for an envelope!

<p>We are a full service auto care center...</p> <ul style="list-style-type: none"> Brakes Tires Engine Work Transmissions Electronics Detailing Oil Changes Tune Ups <p>All your car needs is...</p> <p>ABC AUTO CARE 123 Street Name, City (800) 555-1212</p> 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">NewProse® Communications Lead Label Here City, State 00000</p> <p>ABC Auto Care 123 Street Name City, State 0000</p> 	<p>Are You Stuck with a Lemon?</p>  <p>From Beatles to Benz we keep you running...</p> <p>ABC Auto Care (800) 555-1212</p>
<p>We are an award-winning staff of experts...</p> <p>With all that you have to worry about, your car should not be another stress. Our mechanics are experts that you can trust and our service is done when you need it. Come by our conveniently located auto care center for a FREE inspection and estimate.</p> <p>“We have been using ABC Auto Care since we moved here in 1995. They are professional and fair” the Smith family</p>	<p>Conveniently located with hours that fit your schedule...</p> <p>123 Street Name is on the corner of X Street beside the Y Mall.</p> <p>We open at 7am and serve you through 7pm.</p> <p>If you live or work within 10 minutes of the center, we have drop off and pick up services to help you get around while your car is being taken care of...</p> <p>Just one more thing that makes ABC Auto Care the best in the City.</p>	<p>New Customer Offer</p> <p>From Beatles to Benz we keep you running...</p>  <div style="border: 1px dashed red; padding: 5px;"> <p>COMPLIMENTARY Drop off and pick up service with any work over \$150.00</p> <p>Or take 10% off your invoice.</p> <p>ABC AUTO CARE offer good until 12/01/</p> </div>

Use these ideas, along with your own, to produce a promotion that works well for your business growth!

Use the Best List – Present the Right Offer – Be Patient... and you will succeed!