

DID YOU KNOW?

According to the National Association of Realtors:

- Repeat business will increase up to 300% with a consistent follow-up program.
- Up to 75% of an agent's business comes through consistent direct mail programs.

WHAT IS TUCKER CLIENT CONNECTION?

Tucker Client Connection is a custom direct marketing program designed to promote you to your customers and prospects. Each CC piece is printed using the process of digital variable printing with your photo and imprint information on high quality paper stock. And, to add a personal touch, the CC content is designed exclusively for F. C. TUCKER agents and is specifically geared toward Indiana living.

PROMOTIONAL MAILING 2011

Month	Content	Closing Date*
January	Winter Quarterly Calendar	Dec. 1
February	Quirky Indiana	Jan. 3
March	Family Getaways	Feb. 1
April	Spring Quarterly Calendar	Mar. 1
May	Indiana Golf	Apr. 1
June	Indiana Road Food	May 2
July	Summer Quarterly Calendar	Jun. 1
August	Football Schedules	Jul. 1
September	Bed and Breakfasts	Aug. 1
October	Fall Quarterly Calendar	Sept. 1
November	Basketball Schedules	Oct. 3
December	Holiday Events	Nov. 1

PLAN YOUR OWN IMAGE-BUILDING PROGRAM

Use this handy planning guide to build your own F. C. TUCKER program and keep it with you for reference throughout the year. Agents in affiliate offices have the option of not including the quarterly calendars in their program.

Program Notes

Automatic Renewal Each Year (Please note exception below.)

1. Printing all months
2. Sports schedules only
3. Quarterly calendars only

Notification in writing must be submitted to cancel enrollment.

Selecting individual months or a combination of specific months will result in termination from the program upon completion of chosen months. It is your responsibility to re-enroll for the next calendar year.

For information on the Client Connection program, please contact Cindy Poteet-Escher at 317-684-8361, or e-mail her at cpoteet@indymonthly.emmis.com. Contact Robbie Hunt in Corporate Marketing Department at 317-472-2948, or e-mail her at Robbie@TalkToTucker.com if Cindy is not available.

*Deadlines for new agent sign-up are the same as closing dates.

CUSTOM DIRECT MARKETING PROGRAM 2011



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THE CUSTOMIZED PERSONAL PROMOTION SYSTEM DESIGNED SPECIFICALLY FOR YOU.



Client Connection

