



TARGETED MAILINGS DELIVER RESULTS

Reach the Best Prospects



A well-planned and well-executed direct mail program is the most effective way of reaching qualified homeowner prospects.

Four keys to ensuring direct mail success

- 1 Mail Only to Qualified Prospects.**
Don't waste your marketing dollars mailing to apartment renters, owners of brand-new homes under warranty or homes outside your service area. Target households within a designated zip code or around a specific job address. The ABC Target Mail & Storm program sends personally addressed postcards to owners of single-family homes that are at least 10 years old. Mailing to homeowners with a predetermined household income level or home value is available for an additional charge.
- 2 Give the Prospect an Irresistible Offer.**
Get your prospect's attention quickly by identifying a need, promising a valuable benefit and making an offer they won't want to pass up.
- 3 Send a Customized Mailpiece.**
Showcase your company's name and logo with full-color printing to increase impact. To modify one of our stock designs or create a custom-made postcard for a nominal fee, call The Weinstein Organization at 312-214-2915.
- 4 Follow-Up.**
We'll provide you with a list of the names and addresses of the homeowners who received your postcard. Request additional postcards for use as door hangers, handouts, envelope stuffers and more.

Just Need a List?

If you plan to do your own mailing, you can rent a list of prospect names and addresses for one-time use with our Target List program. The minimum order is 300 names. Names will be furnished via email in a Microsoft® Excel file. Labels are available upon request.

Need Phone Numbers?

To receive prospect phone numbers with your address list, you must first register online with the National Do Not Call Registration: <https://telemarketing.donotcall.gov>. Fax your completed Do Not Call Registration sheet to The Weinstein Organization along with your Target Mail order sheet: 312-214-1120.

For questions contact
The Weinstein Organization:
P: 312-214-2915 • F: 312-214-1120
E: support@abcsupplyfreedomprograms.com

Designed for Maximum Homeowner Response

Select from 14 stock designs. Each measures 6" x 9" and prints in full color on both sides. Select the mailer version that best showcases your services. All options available for viewing online.



Additional product specific versions from well known manufacturers are available online.

Emergency Storm Damage Postcards

These 4" x 6" postcards are the perfect marketing tool when damaging storms have hit your service area. They mail First Class within three business days from final proof approval. Three versions are available, two for hail storms (roofers and remodelers) and one for an ice storm.



CONVENIENT ONLINE ORDERING:
www.ABCSupplyFreedomPrograms.com

Other Popular Freedom Programs

In-Home Finance

- Offer financing for home improvement projects
- Improve your cash flow and closing ratios
- Increase opportunities to upgrade projects



Professional Image Building

- Make a crucial first impression and a positive lasting impression
- Customized logos, clothing, promotional items and stationery
- Generate awareness and build credibility for your company



Jobsite Marketing

- Let your quality work speak for itself
- Market to neighboring homeowners
- 24/7 constant visibility for your business



Contractor Website

- Affordable, customized website packages
- Select your template design, page content and site colors
- Email and website visitor analytics available



Free Up Your Time and Resources!

To learn more, ask your ABC Supply representative or visit:
www.ABCSupplyFreedomPrograms.com