

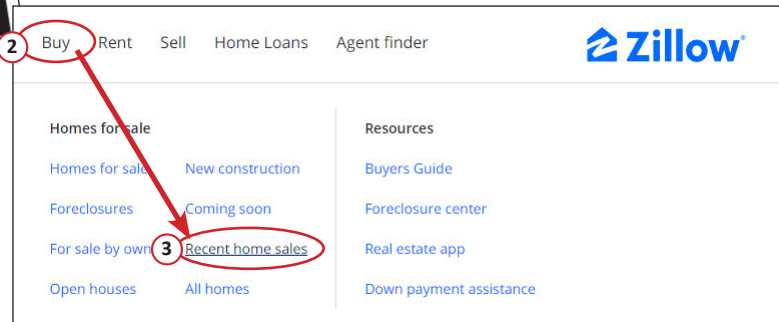
OUTREACH PROGRAM OVERVIEW

WELCOME TO THE NEIGHBORHOOD MAILERS

How to find recent home sales in your area

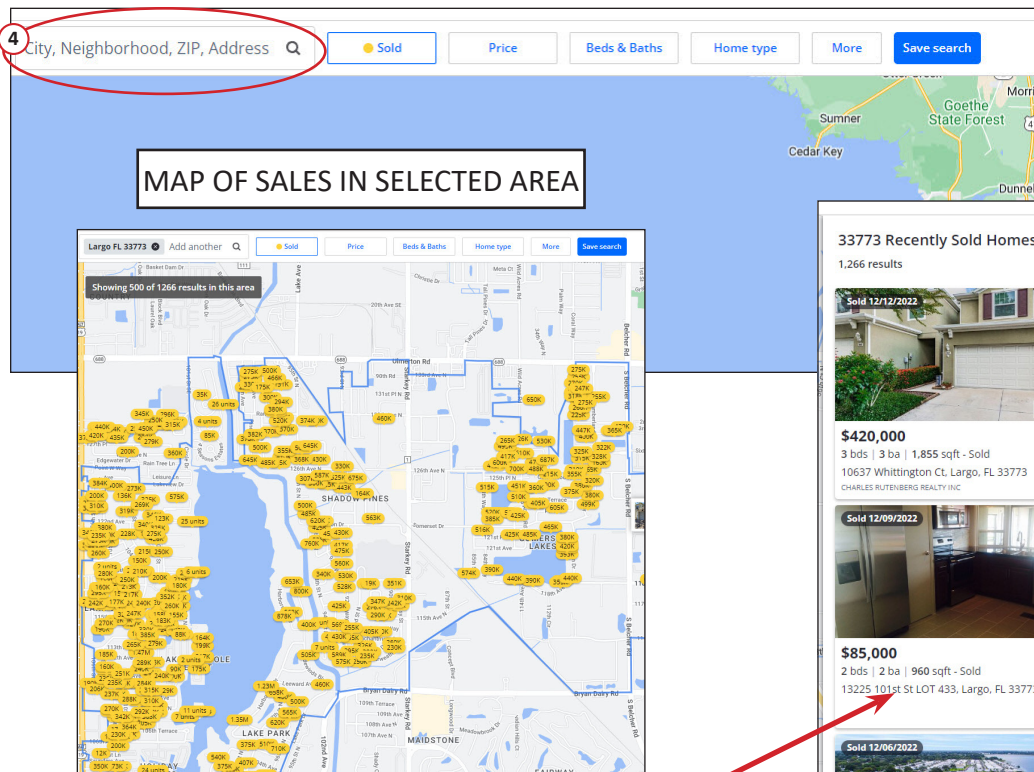


- 1 OPEN YOUR WEB BROWSER -> NAVIGATE to **zillow.com**
- 2 HOVER OVER **BUY** in top navigation
- 3 CLICK **RECENT HOME SALES** in that dropdown



- 4 TYPE IN **CITY OR ZIP CODE** in SEARCH BOX and **CLICK** City or Zip Code

- 5 SORT BY **NEWEST** in RESULTS to see the most recent sales



- 6 ADDRESS GREETING CARD ENVELOPE
USE YOUR ADDRESS STAMP ON THE ENVELOPE
INSERT THE MAILER, SEAL AND SEND
TO THE DISTRIBUTION CENTER FOR POSTAGE AND MAILING



OUTREACH PROGRAM OVERVIEW - CONTINUED

① OPEN YOUR WEB BROWSER

② -> NAVIGATE to houzz.com

③ HOVER OVER FIND PROFESSIONALS in top navigation ④ CLICK INTERIOR DESIGNERS in that dropdown

How to find Designers in your area



5 ENTER ZIP CODE to view Designers in your area. Fine Tune your results by looking at other fields (landscape, outdoor, etc)

6 CLICK Send Message to send a message. Customize the message to each designer. Include your Name, Email and Phone Number

COMMERCIAL / DESIGNER RACK CARDS

DON'T FORGET:

If you know the address of a Commercial Property, you'll address a blank #10 envelope, use your address stamp, insert the rack card with your business card, seal and send to the Distribution Center for postage and mailing. For more rack cards or blank envelopes, use your supply request.



LOVE YOUR PATIO MAILERS

to be used with construction permit list for local cities

Lists are available for construction permits pulled within the Leaders' market area (Florida). These permits are pulled for pool, lanai/patio, screen enclosures, landscape or pool pavers and other situations requiring construction permits. Depending on your location, county or city regulations vary on what permits are available. You'll address the envelope, use your address stamp, insert the mailer, seal and send to the Distribution Center for postage and mailing.



Contact advertising@leadersfurniture.com for printed mailers and permit lists.

