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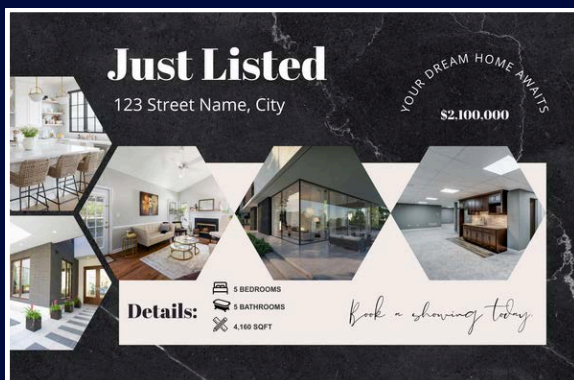




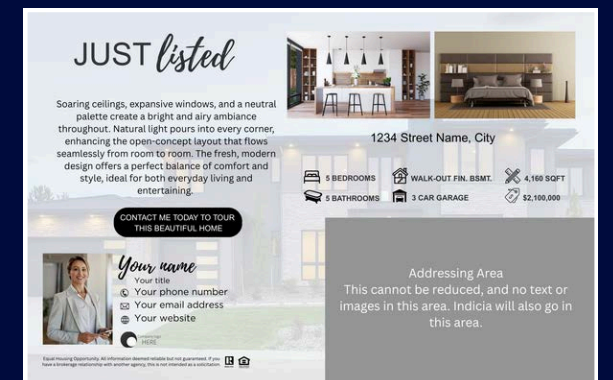
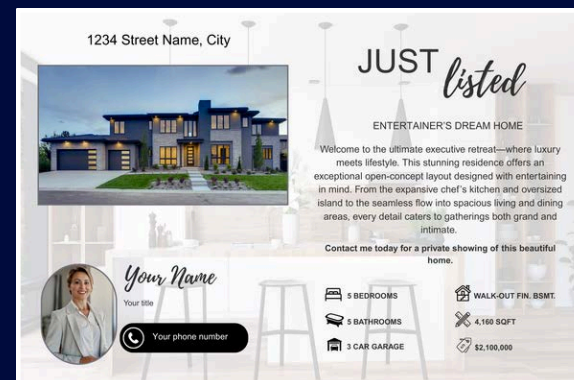
Just Listed Postcards

(Available as 8.5x5.5 (L) or 11x5.5 (XL))

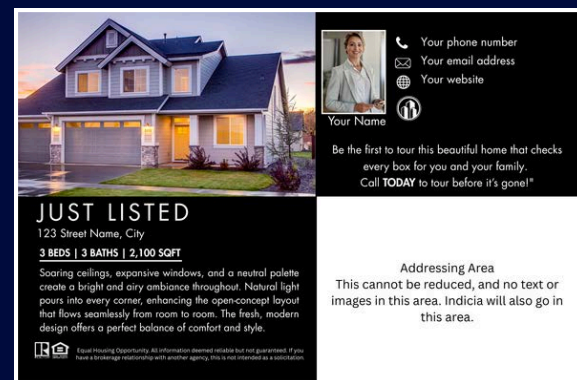
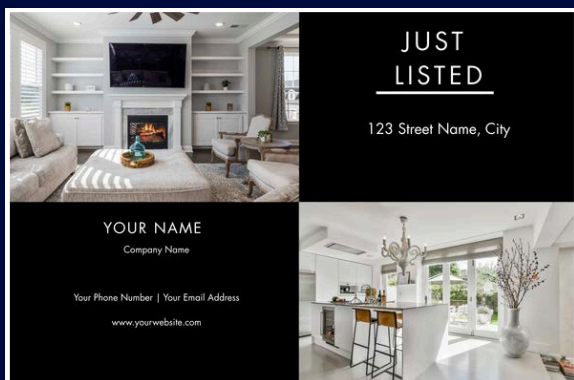
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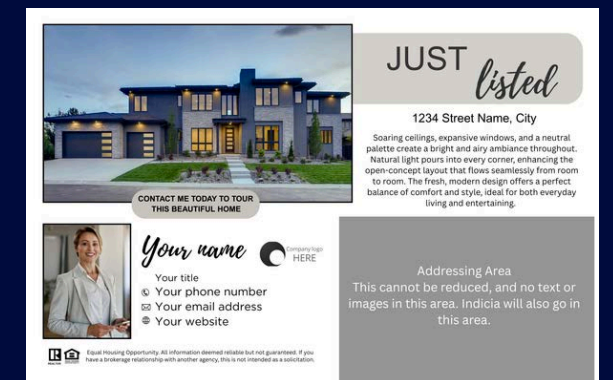
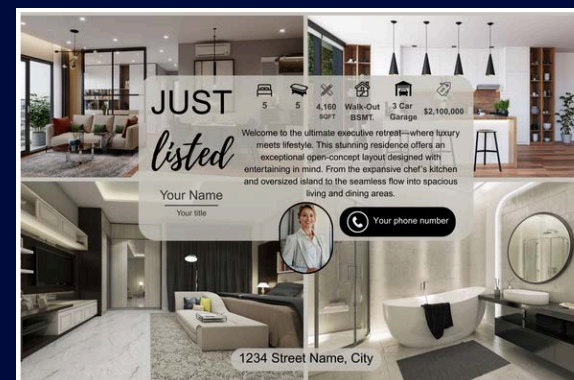
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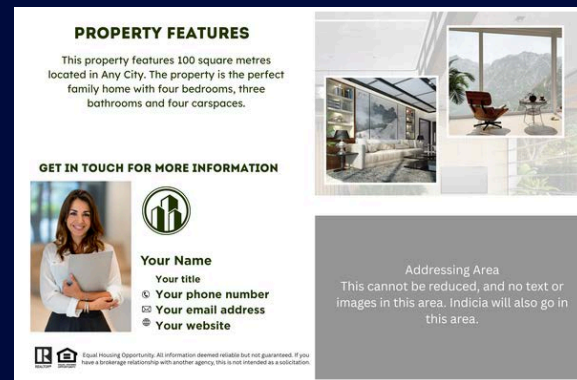
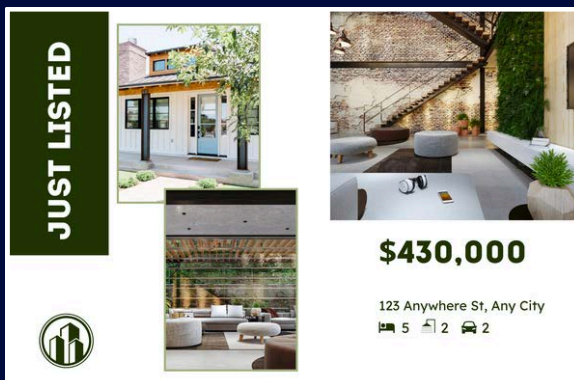
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Item Name: JL4L or JL4XL



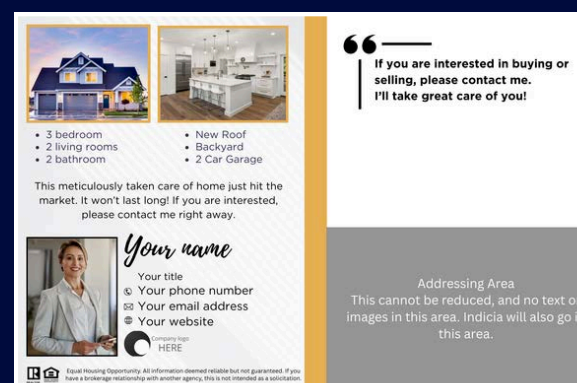
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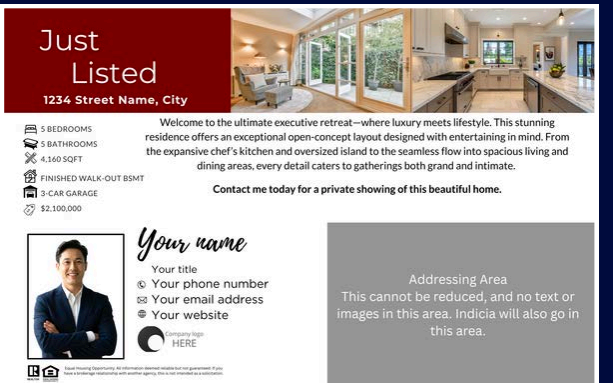
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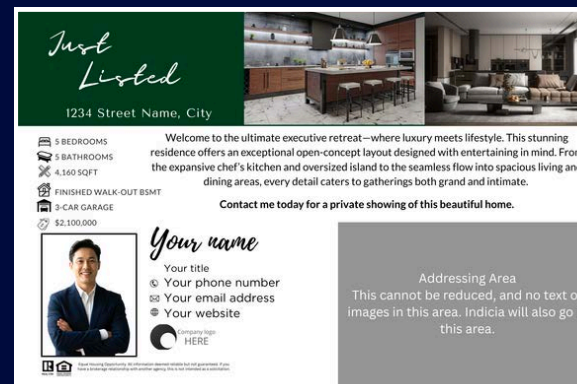
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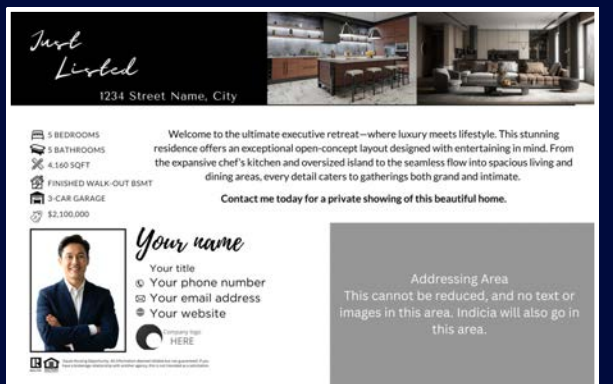
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Item Name: JL9L or JL9XL



Item Name: JL10L or JL10XL





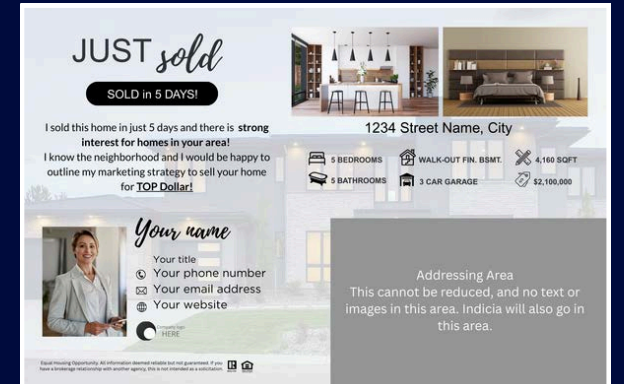
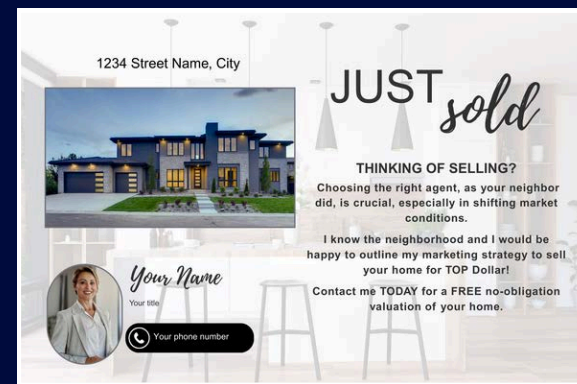
Just Sold Postcards

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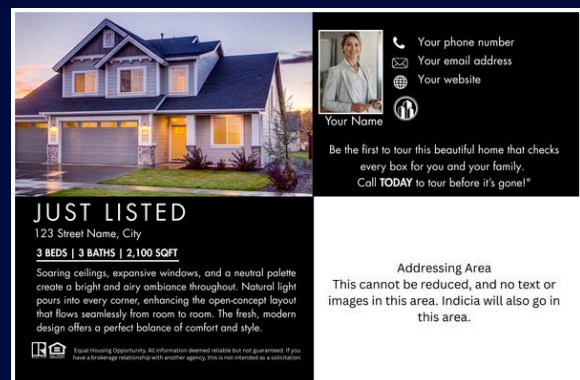
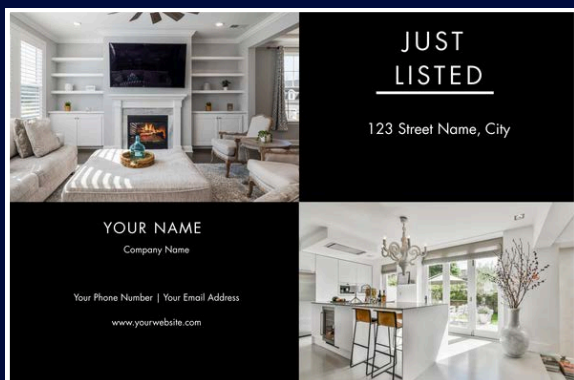
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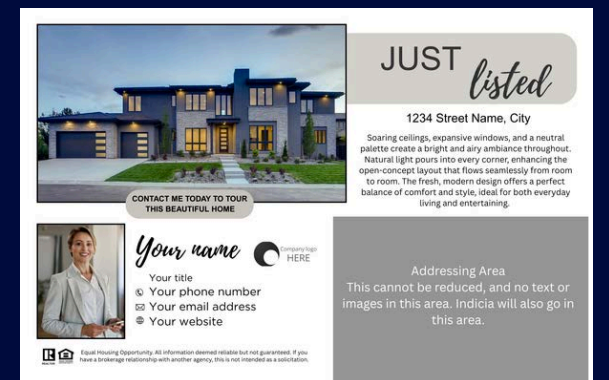
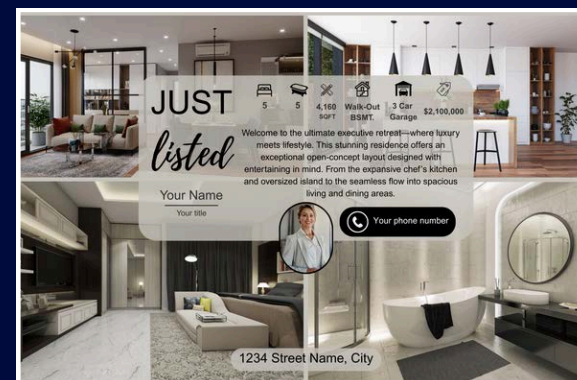
Item Name: JS2L or JS2XL



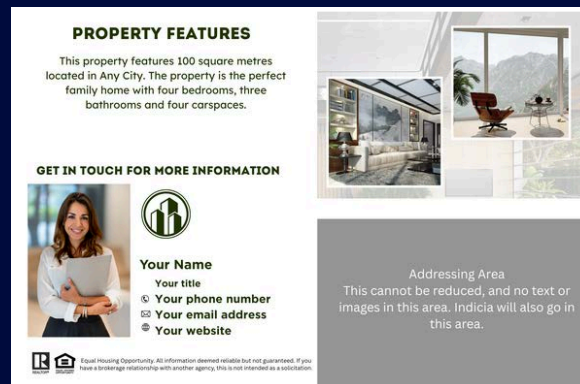
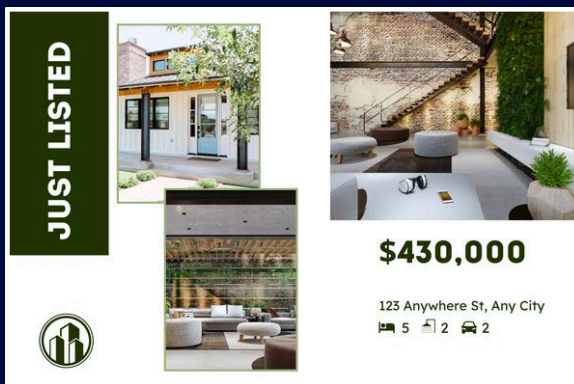
Item Name: JS3L or JS3XL



Item Name: JS4L or JS4XL



Item Name: JS5L or JS5XL



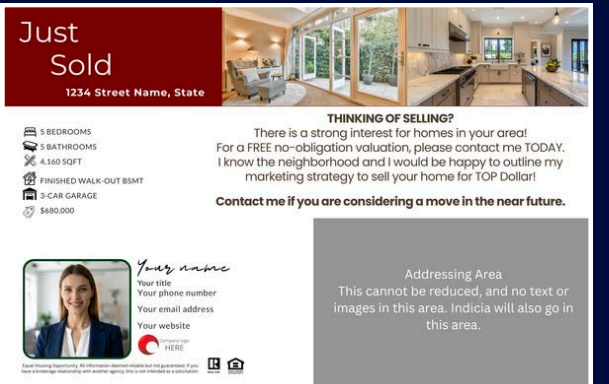
Item Name: JS6L or JS6XL



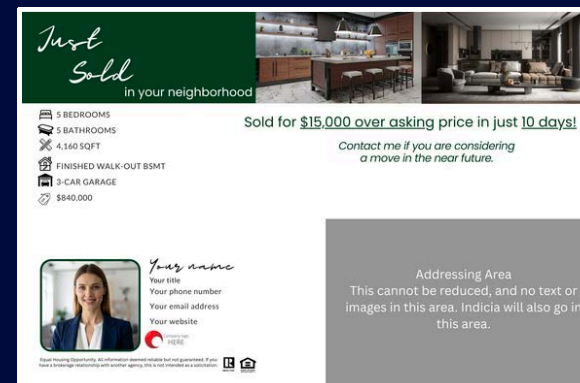
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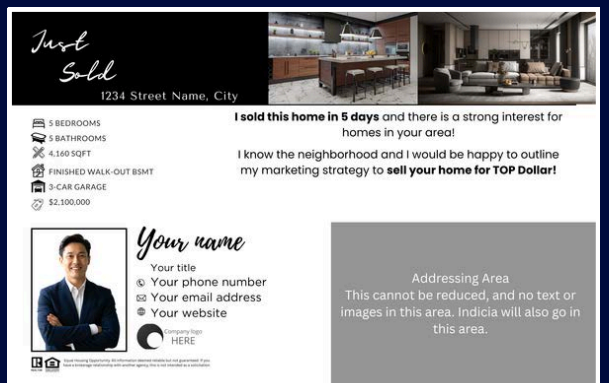
Item Name: JS8L or JS8XL



Item Name: JS9L or JS9XL



Item Name: JS10L or JS10XL



KOLLER MARKETING GROUP (KMG)



Renter Postcards

(Available as 8.5x5.5)

Item Name: Dream Home



Item Name: Rent or Own



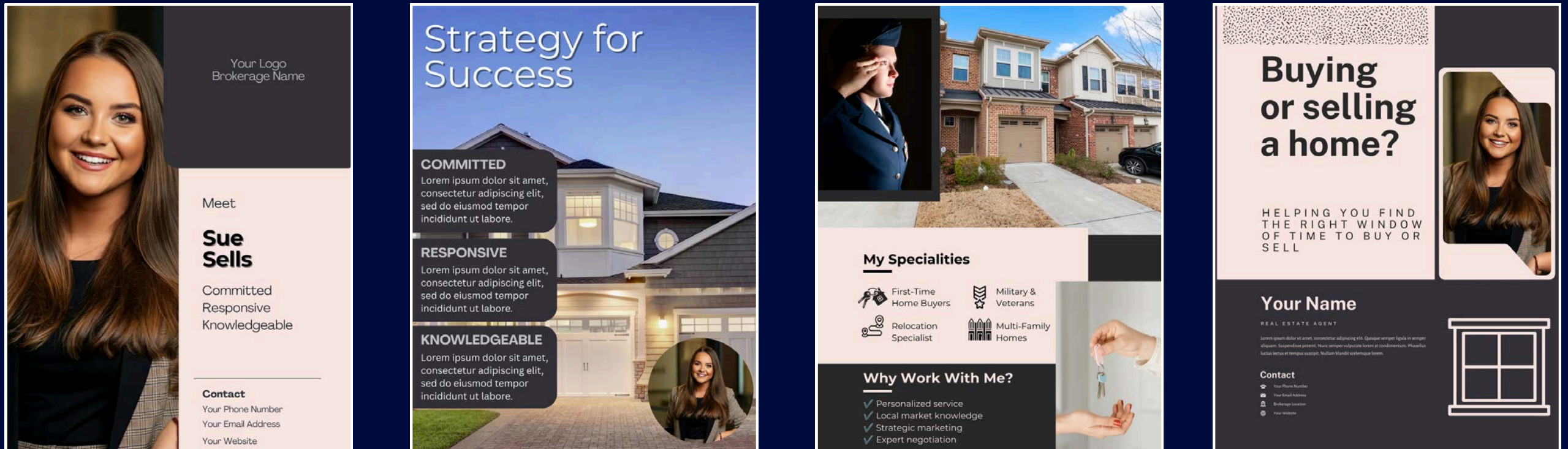
Item Name: Still Renting



Agent Bio Brochure

(Available as 11x17 Brochure or Flip Book)

Item Name: Agent Bio 1



1

2

3

4

Item Name: Agent Bio 2



1

2

3

4

4



Real Estate Expert Postcards

(Available as 8.5x5.5)

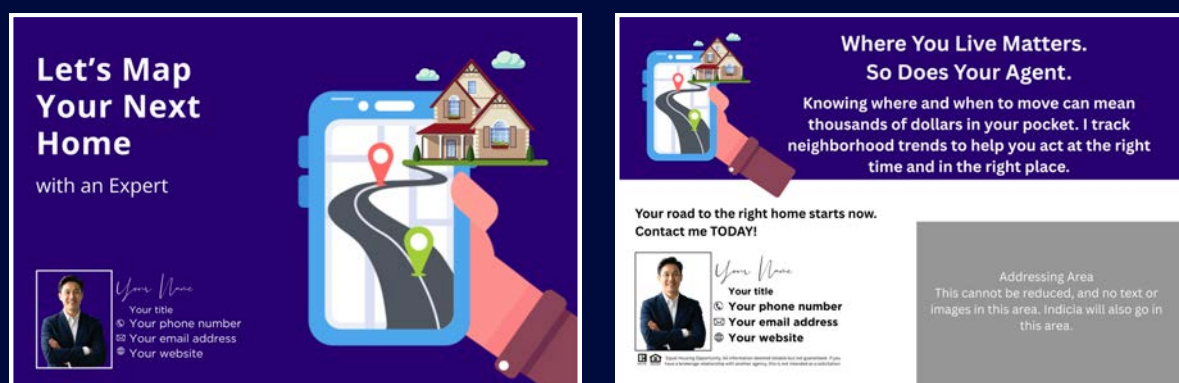
Item Name: Grow



Item Name: Guide



Item Name: Map



Item Name: Door



Item Name: Navigate



Your Neighbor Postcards

(Available as 8.5x5.5)

Item Name: Summer



Item Name: Fall



Item Name: Winter



Item Name: Spring





Dog Gone Good Postcards

(Available as 8.5x5.5)

Item Name: House Not Selling

HOUSE NOT SELLING? TRY THESE FIXES

Best Curb Appeal
Even simple steps like putting down new mulch, planting bright-colored flowers and painting your front door can make your home look more inviting.

Update Your Photos
Consider new living photos that play up your improvements and give the home a new look online and on marketing materials.

Change Your Property Description
The best descriptions used to target a home with words buyers would use. Don't use the features. Example: Don't say "the home has a large deck," say "imagine having a BBQ on a comfortable deck that's large enough to hold 30 of your special friends and relatives."

Adjust the Price
If you're not getting any interest, it might be time to ask your Realtor to review your competitive market analysis and then re-price the home.

Source: National Association of Realtors

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Your home is hard to sell and it's been sitting on the market for a while. And selling it's not getting the attention it needs to sell. That means it's time to make some changes.

Check Off the Basics If you haven't done or already, eliminate clutter and fresh photos. Home photos are the most important part of your listing. Make sure they are high quality and show the best of your home.

Refresh Your Photos Try to get new photos taken. If you can't, ask your Realtor to get new photos taken. If you can't, ask your Realtor to get new photos taken.

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Your title
Your phone number
Your email address
Your website

Addressing Area
This cannot be reduced, and no text or images in this area. Indicia will also go in this area.

Item Name: Home Inspection

HOME INSPECTION - MYTHS & MISCONCEPTIONS

The seller will repair every defect the home inspector finds. While the inspector's report can be used as negotiating leverage, the seller is not obligated to make any repairs. If your agent is using an "as-is" contract, the seller is not obligated to make any repairs. Focus on issues that would be costly to fix.

New construction homes don't have to be inspected. New construction homes can have serious defects that could be costly to repair. Problems occur when a builder cuts corners, manufacturer's recommendations are not followed or workers simply make mistakes.

Home inspectors determine the value of a home. The focus of the home inspection is the condition of the home, not the appraiser's determination of its market value.

Home inspectors check for termites. In California, there are no federal laws that require termite inspection reports to be provided to buyers before a home is sold. However, the mortgage lender might request it.

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HOME INSPECTION

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Item Name: Home Features

HOME FEATURES THAT HELP YOU SELL FASTER

- 80% Better Lighting
- 86% Full Bath or More Level
- 86% Full Kitchen
- 87% Additional Features
- 87% Garage Storage
- 88% Hardwood Floors
- 88% Hardwood Floors
- 88% Hardwood Floors

Source: National Association of Realtors

HOME FEATURES THAT HELP YOU SELL FASTER

Thinking of upgrading your home features? Here are the features buyers want the most:

- 82% Laundry
- 89% Full Bath
- 89% Energy Star Appliances & Windows

Remember, if you want TOP DOLLAR and want to SELL your home FAST, you need a professional Realtor. CONTACT ME TODAY!

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Item Name: Home Mistakes

7 COMMON HOME-SELLING MISTAKES

1. USING AN ODD LISTING PRICE
2. OVERPRICING BECAUSE YOU'RE IN A HURRY TO SELL
3. GETTING EMOTIONALLY INVOLVED
4. EXPECTING THE HOUSE TO SELL ITSELF
5. TRYING TO SELL ON YOUR OWN
6. NEGOTIATING BECAUSE YOU'RE IN A HURRY TO SELL
7. NOT HAVING A REALTOR

Source: National Association of Realtors

7 COMMON HOME-SELLING MISTAKES

1. LISTING A PRICE WITHOUT CAREFUL RESEARCH
2. NEGOTIATING BECAUSE YOU'RE IN A HURRY TO SELL
3. TRYING TO SELL ON YOUR OWN
4. EXPECTING THE HOUSE TO SELL ITSELF
5. NEGOTIATING BECAUSE YOU'RE IN A HURRY TO SELL
6. NEGOTIATING BECAUSE YOU'RE IN A HURRY TO SELL
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Addressing Area
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Item Name: How to Save

HOW TO SAVE FOR YOUR FIRST HOME

1. Build an emergency fund
2. Create a budget for buying a home
3. Pay off credit cards, auto loans and personal loans
4. Pay your down payment fund first
5. Try to save money on your mortgage
6. Look for creative ways to save money
7. Get a job that pays well

Source: National Association of Realtors

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Item Name: 10 Reasons

10 REASONS TO SELL WITH A REALTOR

1. Realtors can FORESEE PROBLEMS before they occur.
2. Selling without a Realtor can be DANGEROUS! An expert will address qualified prospects and set other strategies in your home.
3. Realtors have a NETWORK with other Realtors.
4. Realtors SELL homes EVERY DAY.
5. Realtors know the BEST SALES STRATEGIES.
6. Realtors know the BEST MARKETING STRATEGIES.
7. Realtors know you throughout your entire career.

Source: National Association of Realtors

10 REASONS TO SELL WITH A REALTOR

1. You generally NET MORE MONEY when you use a Realtor. Realtors don't lie.
2. 99% of For Sale by Owner - ALL EVENTUALLY LIST with a Realtor.
3. Over 80% of Buyers ARE USING a Realtor.

Listing with no Realtor will cost you a lot of money. It will cost you more money to market and sell your home. It will cost you more money to market and sell your home. It will cost you more money to market and sell your home.

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Cost vs. Value Postcard

(Available as 8.5x5.5)

Item Name: Cost vs. Value

HOME REMODELING PROJECTS Cost vs. Value

Project	Cost	Value
ROOF REPLACEMENT	\$10,000	\$10,000
BRICK REPLACEMENT	\$10,000	\$10,000
RENOVATE BATHROOM	\$10,000	\$10,000
RENOVATE KITCHEN	\$10,000	\$10,000
RENOVATE HALLWAYS	\$10,000	\$10,000
RENOVATE CLOSET	\$10,000	\$10,000
RENOVATE GARAGE	\$10,000	\$10,000
RENOVATE PORCH	\$10,000	\$10,000
RENOVATE DECK	\$10,000	\$10,000
RENOVATE FENCE	\$10,000	\$10,000
RENOVATE DRIVEWAY	\$10,000	\$10,000
RENOVATE WALKWAY	\$10,000	\$10,000
RENOVATE PATIO	\$10,000	\$10,000
RENOVATE PORCH	\$10,000	\$10,000
RENOVATE DECK	\$10,000	\$10,000
RENOVATE FENCE	\$10,000	\$10,000
RENOVATE DRIVEWAY	\$10,000	\$10,000
RENOVATE WALKWAY	\$10,000	\$10,000
RENOVATE PATIO	\$10,000	\$10,000

Source: National Association of Realtors

Cost vs. Value

ARE YOU THINKING ABOUT SELLING YOUR HOUSE? Are you wondering what you will see from potential home improvements you make?

Contact me!
I can guide you through those decisions!

If you have any questions or need suggestions on contractors, I can help!

Your title
Your phone number
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Addressing Area
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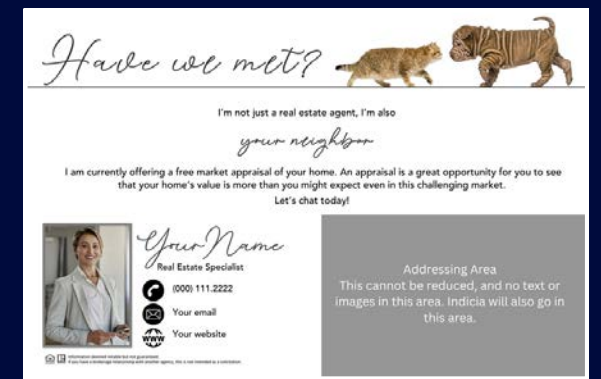
Have We Met Postcards

(Available as 8.5x5.5)

Item Name: Coffee



Item Name: Pets



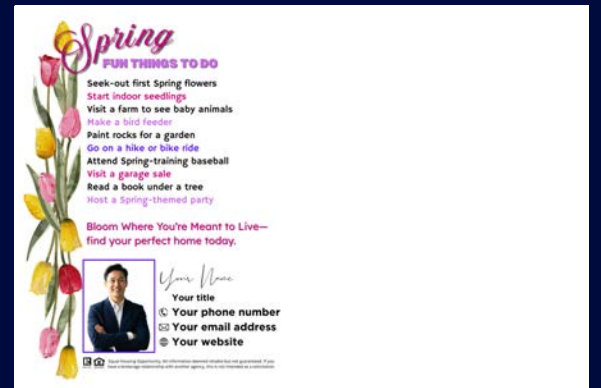
Seasonal Maintenance Checklist Postcards

(Available as 8.5x5.5)

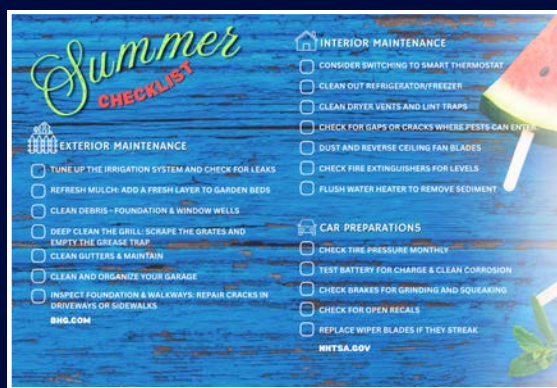
Item Name: Winter Checklist



Item Name: Spring Checklist



Item Name: Summer Checklist



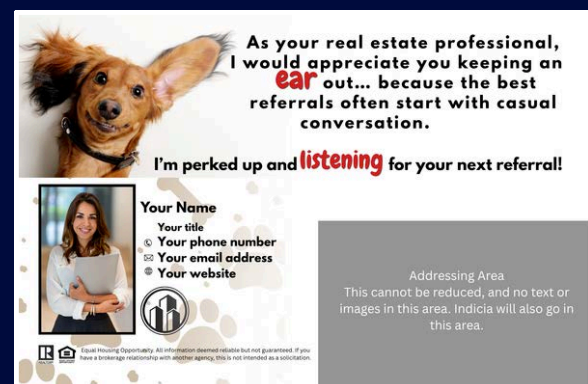
Item Name: Fall Checklist



Referral Postcards

(Available as 8.5x5.5)

Item Name: Woof



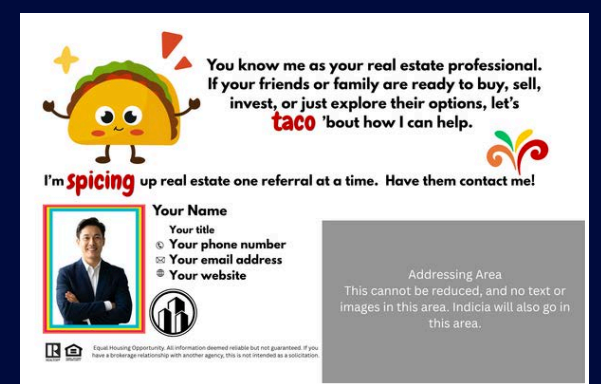
Item Name: Fishing



Item Name: Espresso



Item Name: Taco

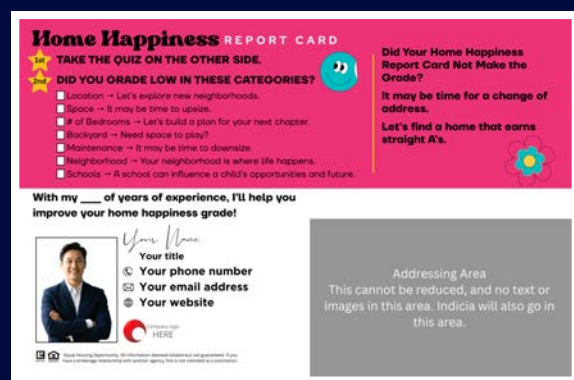




Home Happiness Report Card Postcards

(Available as 8.5x5.5)

Item Name: Home Happiness 1



Item Name: Home Happiness 2



Item Name: Home Happiness 3



Custom Graphics, Design, Copywriting and Creative Services

Need professional marketing materials but **don't know where to start?**

Koller Marketing Group offers custom graphic design, copywriting, and creative services starting at just \$75 per hour. From catalogs and books to advertisements, PowerPoint presentations, social media graphics, direct mail campaigns, and more, **we help bring your ideas to life.**

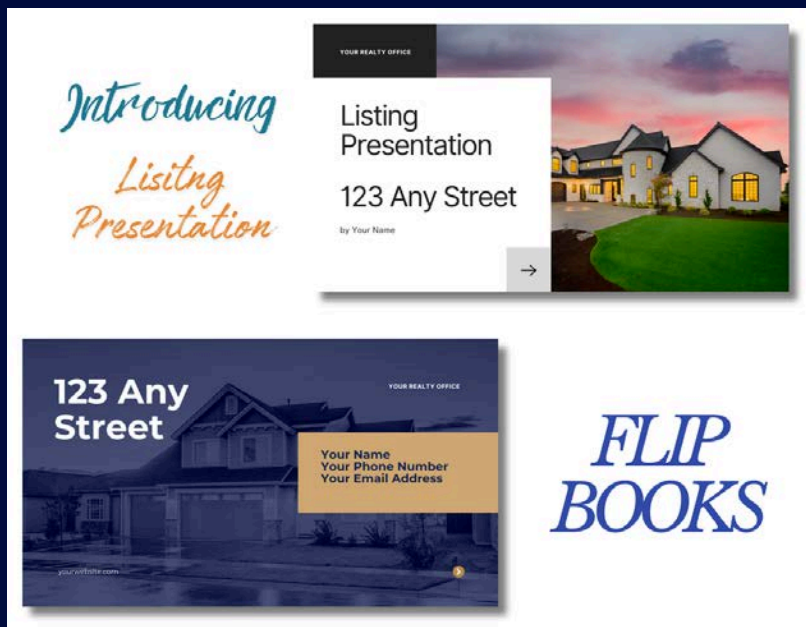
Not sure what to say? Our team can craft compelling headlines, persuasive copy, calls to action, and content designed to engage your audience and support your marketing goals. **Whether you need help with the design, the messaging, or both, we'll create professional, eye-catching materials that elevate your brand and drive results.**

If you can imagine it, we can help create it!





Listing Presentations Digital Flip Books



Digital Flipbooks provide an interactive, engaging, and modern way to present new home listings, offering significant advantages over traditional static presentations or basic PDF files.

Add **music or videos** and you have a high-level digital presentation!

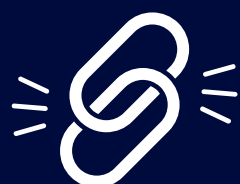
Item Name: Listing Presentation 1

Item Name: Listing Presentation 2



Scan QR Code to launch presentation

The possibilities are almost endless:



Clickable Link

Embedding a clickable link in emails, social posts, or online ads that takes people directly to your home listing.



QR Code

For print materials, social media posts or in-person promotions, adding a QR code lets customers scan with their phone and instantly access the same content.

These tools engage your audience in a modern, dynamic way while showcasing your brand with impact.



DIRECT MAIL NOTIFICATION

2X THE IMPACT. BOOST YOUR RESULTS.



Direct Mail Notification is an email sent to your list or a list we provide, that lets recipients know your mailer will be arriving soon.



Give Buyers A Heads Up

Let your best prospects and customers know what's coming in the mail before it arrives.



Boost Brand Awareness

Your company name in every email subject line and your mailpiece in the email body.



Dominate the Mailbox

By the time your mailpiece arrives, recipients recognize it and are more likely to respond.

HOW IT WORKS

1

We send an email alert

Recipients get an email notifying them of a direct mailpiece that is arriving soon in their mailbox.

2

They see your mailpiece

Inside the email are 2 images of your mailpiece (like a postcard front and back, or an envelope and insert).

3

Response rates increase

With so many recipients seeing the branding and opening their notifications (15% to 25%), response rates soar!



WHY DIRECT MAIL NOTIFICATION BEATS INFORMED DELIVERY

- ✓ **Larger Audience**
Reach up to 5x more prospects. Match by name, household, or address.
- ✓ **Feature Your Mailpiece**
With Direct Mail Notification, your mailer stands alone, not mixed in with others.
- ✓ **Detailed Analytics**
Understand results with lift charts, open rates, and more...



STAND OUT
from the crowd

TRY DIRECT MAIL NOTIFICATION

and get **NOTICED** today!

BONUS: Every job inserted as a 'Primary' mailer in the Informed Delivery stream!

✓ Works with postcards, self-mailers, and letters ✓ Launch with existing artwork

HOW IMPORTANT IS A GREAT LIST?



Experts will tell you that a targeted marketing list is arguably the **most crucial element** for a successful direct mail campaign.

A good list ensures your message reaches the right people, **maximizing** the chances of engagement and response.

KMG, is the **ONLY PRINT COMPANY**, that can supply highly-targeted mailing, email and phone lists/leads.

For over 30+ years, **small to mid-sized businesses have relied on KMG** for the best lists.



Each time we need lists of new prospects we contact KMG. Great service." -Steve B.



- **Proven Track Record** – Since 1990, we have proudly served our customers with consistent excellence, becoming the trusted partner.
- **We're not “just” a print and mail company** – Unlike companies that focus solely on print and mail, we combine those capabilities with proven, full-spectrum marketing expertise and list development to drive stronger results for you, with no contract!
- **Better Pricing** – Through partnerships with premier printing companies, we are able to offer substantial discounts compared to your current rates. While savings will vary based on order size and specifications, many clients experience reductions of 10% or more* — often resulting in hundreds of dollars in annual cost savings.
- **Better Quality** – Our product quality will be higher. Example: postcard stock of 14 pt.
- **Faster service** – Direct access to any of the personnel at KMG; orders processed more efficiently.
- **Advanced technical abilities** – You will be teaming up with one of the most technologically advanced printing and marketing companies. Superior order-entry systems, reducing errors and delays.
- **Relationship continuity** – Harold, Scott, Brett and Loni have been your trusted contacts for decades and have a cumulative 125 years plus experience in marketing. We will continue to provide you the individual attention and care, unsurpassed, that you deserve.
- **Forward-thinking** – Investing in new tools, tech, and strategies.
- **No Contract Required** – let our performance be the reason you continue to work with us.

* Discounts may not apply to some jobs where art design is needed.

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