

Real Estate Company Uses Magnet to Promote Agent Services to Prospective Home Buyers

PRODUCT: BIC[®] Magnet (House Shape)

CUSTOMER: Real Estate Company

OBJECTIVE: Promote agents

CASE HISTORY

CATEGORY: Advertising Campaign

OVERVIEW: With interest rates at a 30-year low, home buying is on the rise. Selecting a knowledgeable real estate agent is a must. Real estate agents are totally responsible for all of their own personal advertising. Promotional products are great vehicles for the agents to promote themselves. The house shape Magnet in a 30-mil thickness was perfect for an agent to leave as a self-promotion tool with a prospective homebuyer. The magnet was complete with a 4-color process imprint that included a photograph of the agent and all phone numbers where he could be reached day or night. The Real Estate Company has twelve branch offices throughout the Western PA marketplace. Each branch operates with a minimum of 25 real estate professionals who work out of that location. The Real Estate Company becomes a prime resource for a fulfillment program that targets the professional real estate agent.

DISTRIBUTION: Left as an agent sales tool for the prospective buyers.

OUTCOME: The magnets have been so successful that the agents place repeat orders every quarter.

