

Wise Pelican Has Released Just Listed and Just Sold Postcards for Real Estate Agents

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Wise Pelican, a real estate direct mail marketing company based in Tempe, AZ, has announced that they have recently released just listed and just sold postcards designed to help real estate agents obtain more listings. They have hundreds of postcard templates for agents to choose from and they mail jumbo 6 x 9 postcards that have been designed to attract attention. They also have a simple proprietary tracking system to allow real estate agents to monitor the postcards as they go through the USPS mailing system. Real estate agents can also use the list builder from Wise Pelican to generate lists based on the radius around a particular address, the name of a subdivision, or draw a polygon on a map.

Geoff Lilienfeld, who is co-owner of Wise Pelican with his wife, says, "Whether you're an individual agent, or a team of agents, you need a way to quickly and affordably complete postcard mailings in various sizes at affordable prices. We have hundreds of postcard templates to choose from or you can provide your own design. You can also easily track your postcard campaigns and see when pieces are delivered. And you can provide others with the ability to track mail pieces. We also provide list management and other assistance to agents in their real estate farming efforts."

Wise Pelican serves as a one stop shop for postcards for real estate agents, such as just sold and just listed postcards. These are jumbo 6 x 9 gloss heavy stock postcards that are full-color on both sides. It is easy to tailor-fit these postcards using the brand and image of the real estate agents because of the tons of templates that are available to choose from. More than 95 percent of Wise Pelican clients have utilized one of their hundreds of pre-built templates. These professional postcard templates are Adobe InDesign templates, which means they can easily be modified in the user's browser, without compromising with professionalism and sophistication.

Real estate agents can use the list builder from Wise Pelican to generate lists or they can upload their own lists and then choose which particular lists they would want to be included in the mailing. It is also possible to save a "don't mail" list to automatically get rid of those addresses from future mailings. Wise Pelican will scrub and update the real estate agents' lists according to the USPS National Change of Address database

to maximize the chances that the postcards will reach the specific homeowner, even if they have already moved out of the home.

Real estate agents can also use pre-built automated seller valuation templates to mail postcards with special links that allow the recipients to find out the current value of their home. Each link will be specific to the address and the system gets the recipient's email address so that it is possible to know who is specifically asking for seller valuations. Real estate agents may follow-up with homeowners who have requested seller valuations to get listing appointments by providing a more precise in-person valuation.

Real estates who are interested in the system can create a free account with Wise Pelican to view all the postcard templates that are available and how the system works. This system is based on real estate farming, which is a dependable marketing technique that is employed by real estate agents to generate business in certain geographic areas. With this method, real estate agents farm a specific location for the purpose of getting listings.

Wise Pelican was established in 2017 with the goal of providing turnkey real estate postcards for real estate agents at competitive prices. These postcards allow real estate agents to be able to complete postcard mailings in various sizes affordable prices and ensure a continuous flow of new listings.

People who would like to know more about real estate postcards can visit the Wise Pelican website, or contact them through the telephone or via email.

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For more information about Wise Pelican, contact the company here: Wise Pelican Geoff Lilienfeld 816-806-2289 geoff@wisepelican.com 1435 E. University Dr. Ste C-108 Tempe, AZ 85281

Wise Pelican

Wise Pelican provides direct mail / postcard mailing services to real estate agents to help them grow their business.

Website: <https://wisepelican.com>

Email: geoff@wisepelican.com

Phone: 816-806-2289