

RSVP generates
qualified sales
leads from upscale
homeowners



RSVP Format

- High-quality, high-profile cooperative mailer
- Full-color, glossy postcards mailed to upscale homeowners
- Addressed by resident name
- Produced in the most environmentally-responsible manner possible
- Market space originator and leader since 1985

RSVP Market

- Across 100+ US markets & Montreal Canada
- Reaches nearly 10 million homeowners on average 4 times per year
- 32+ million annual impressions

RSVP Reader

- Targets top tier of homeowners, based on home value*
- Highly educated earners with discretionary income
- Women open over 80% of RSVP mailings (source: reader survey)

RSVP Mailing List

- Proprietary list formula perfected over 25 years
- List updated prior to each mailing
- Starts with home assessed value...then rigorous data enhancement
- Includes new construction and recent movers

RSVP Mailing Profile

- Markets mail between 3 and 6 times per year
- Circulation varies by market...from 25k to 350k
- Most markets mail multiple zones, primarily 40K or 50K in size
- Postcards can be customized for market and/or season providing testing opportunities and rollout capabilities that meet your needs

**Home values vary by market. Typically, the most valuable homes in a market continue to be the most valuable regardless of market conditions.*