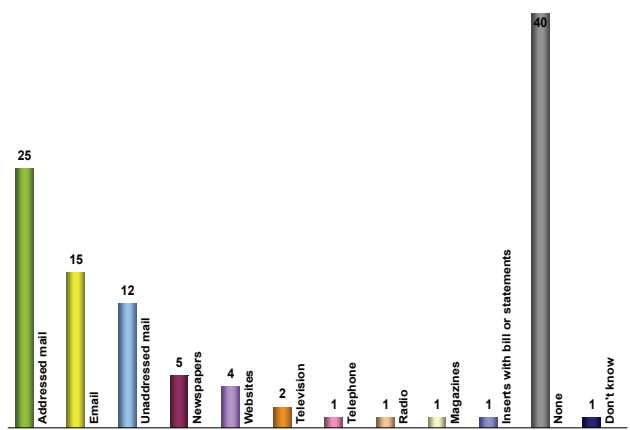




What media should
real estate companies
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of real estate companies prefer to receive marketing communications via:

25%
Addressed mail

15%
Email

12%
Unaddressed mail

Key demographics

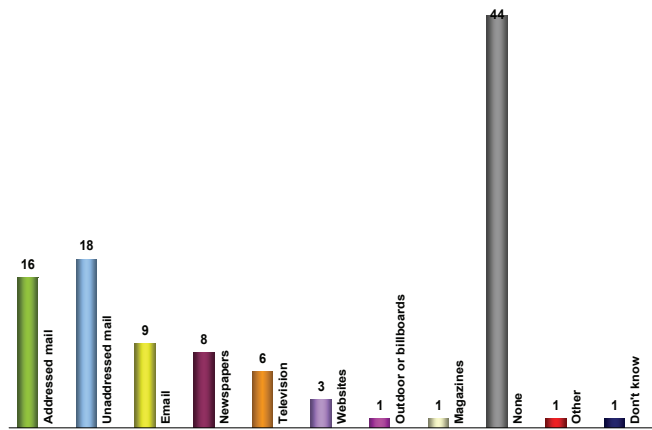
- The preference for addressed mail is most marked in the 18-29 age range, with 31% of this group expressing a preference for addressed mail.
- The 30-39 age band showed the highest preference for email communications, with 28% selecting this channel.
- For those households with an income over \$100k, their preferred channel was email (22%) followed by addressed mail (19%).

Base: Real Estate customers n = 503

INSIGHTS

Customers of Real Estate companies showed a preference for addressed mail, followed by email. The strong scores for no communications, both for customer retention and acquisition, highlights the importance of targeting messages as much as possible, based on the likelihood of a consumer being in the property market at a given point in time.

CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of real estate companies prefer to receive marketing communications via:

18%
Unaddressed mail

16%
Addressed mail

9%
Email

Key demographics

- While the overall picture shows a preference for unaddressed mail, there is considerable variation by age group. For example, 20% of 18 to 29 year olds selected unaddressed compared with 19% for addressed, while 19% of 55 to 64 year olds selected addressed mail, compared with 8% for unaddressed.
- There was a significant number of respondents rejecting all communications from real estate companies, a trend that increased with age.

Base: Real Estate customers n = 501

SPOTLIGHT ON DIRECT MAIL

While existing customers of Real Estate companies prefer to be contacted through addressed mail, the 18-29 age range show the strongest preference for this channel, with 31% selecting it. This offers real estate companies the chance to start to build stronger relationships with customers at an early lifestage.