

The send schedule below is merely a guide – feel free to use any of these marketing materials as you see fit.



NEW LEAD CAPTURED



ASAP

Send an introductory postcard – either the General Manager/Housing Consultant Postcard or the Postcard Mailer.



OR



1 WEEK

Send a General Manager/Housing Consultant business card along with a trifold brochure in a branded envelope.



3 WEEKS

Send the Fly or Drive Cash Back flyer and ticket in a branded envelope.



Always send together



4 WEEKS

Send an Upgrades discount incentive flyer in a branded envelope.

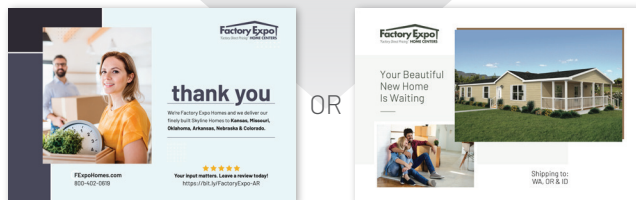


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IN PERSON OR ONLINE DEMO

🕒
ASAP



Please include a note based on your personal meeting.
If lead does not convert, follow New Lead Captured funnel
Note: Do not send duplicate marketing material



IN PERSON MARKETING BUNDLE



SALE COMPLETE BUNDLE



If you run out of material, please visit cimacorp.net/shortcuts and fill out the Print Materials Request form