



## CASE STUDY

# Letterbox marketing

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9/51 Mill Point Road, South Perth

**As part of this property's marketing campaign, we decided to distribute 2000 'Just Listed', DL-sized cards in the City of South Perth area.**

Only three kilometres away, a man in Sandgate Street received one of these cards in his letterbox and decided to enquire and viewed the property.

He felt it was perfect for him and purchased it.

Distributing cards to tell local residents about a new listing often works as a sale method because they already love the area.

Many want to relocate within their own suburb!