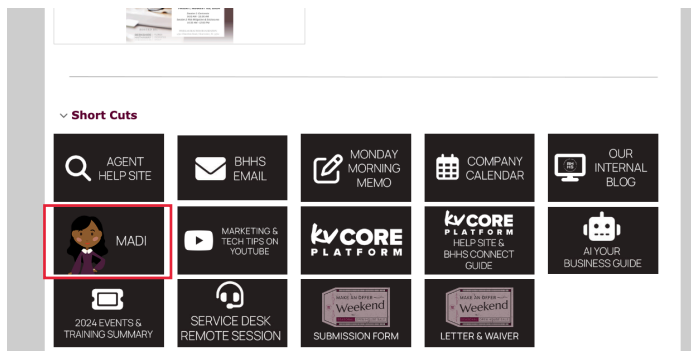


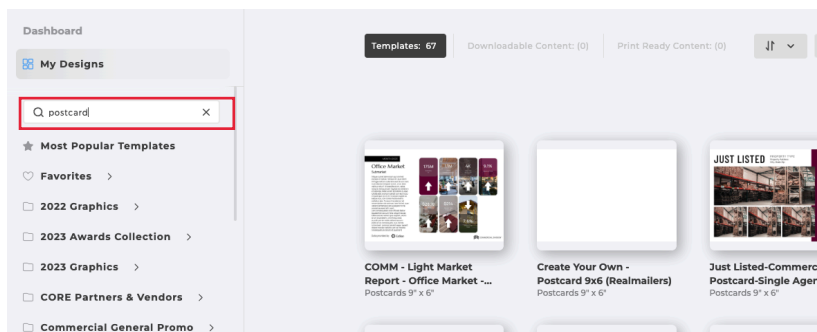
Printing MADI Postcards with RealMailers

Did you know you can print postcards directly from MADI through RealMailers? And the best part is - you can actually strategically target who the postcards are going to! See below for step-by-step instructions.

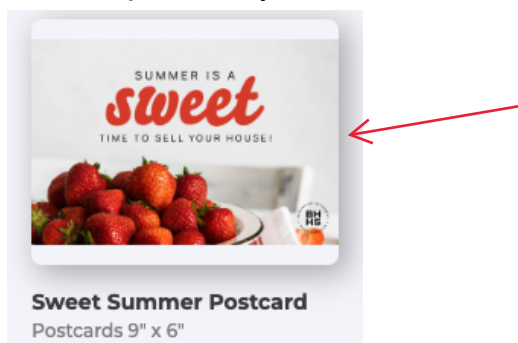
1. Go to MADI (REsource Center → Cabernet Corner → MADI)



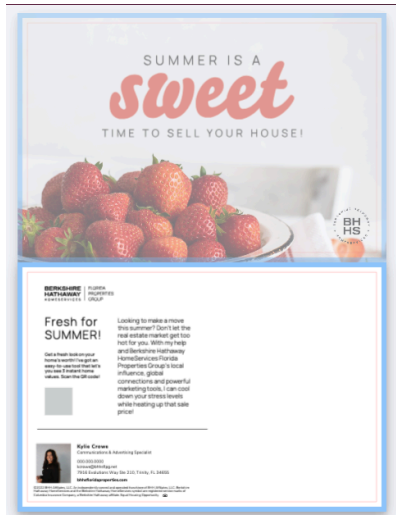
2. To view all postcards, use the search bar.



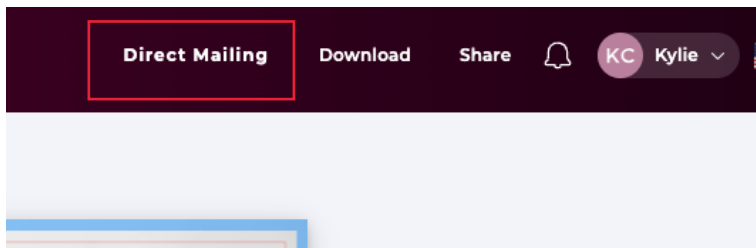
3. Find the postcard you want to send.



4. Edit and customize your postcard in MADI. You are able to change certain elements of the design using the 'Layers' tab.



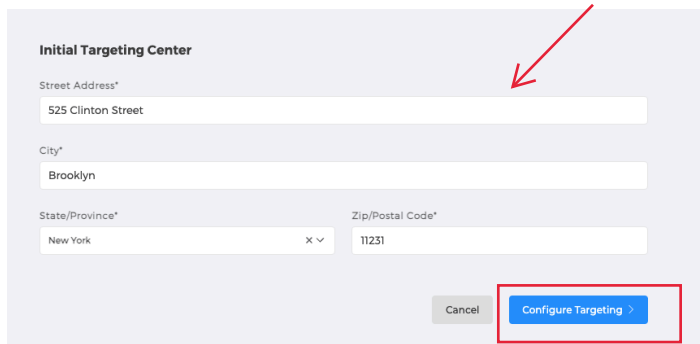
5. When you're ready to send, click the 'Direct Mailing' button at the top right.



6. From here, fill out the targeting section: Your address and the specific address you want to send to. You need **one physical address** in order to target the entirety of that area.

A screenshot of the 'Targeting' section in the MADI interface. It includes fields for 'Return Address' (Street Address, City, State/Province, Zip/Postal Code) and 'Initial Targeting Center' (Street Address, City, State/Province, Zip/Postal Code). A red arrow points to the 'Initial Targeting Center' section.

7. My example: I want to target the moving-in market of New York. I used the physical address of a home in Brooklyn, NY. Hit 'Configure Targeting' when done.

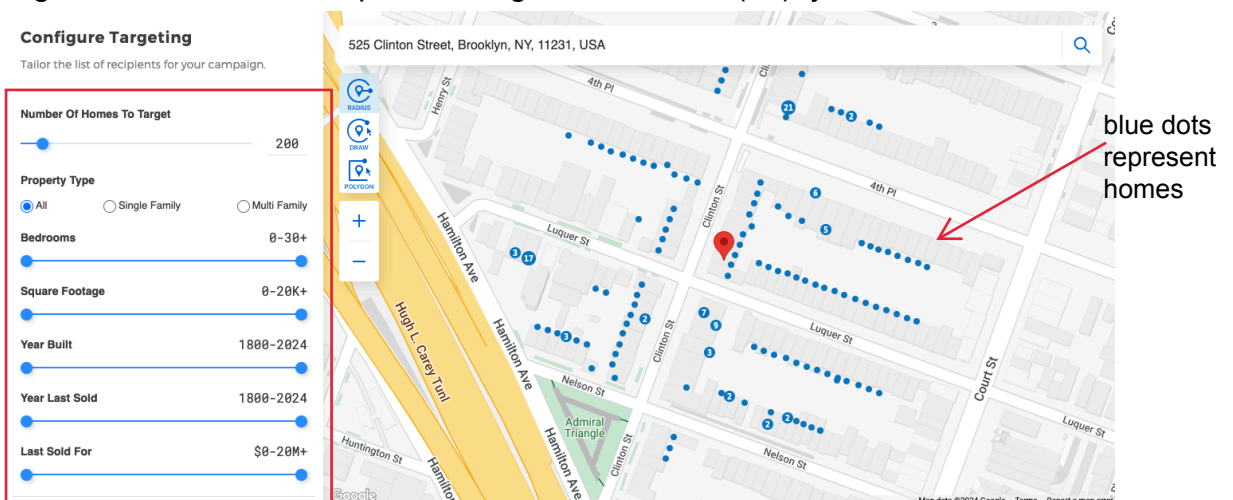


The 'Initial Targeting Center' form contains the following fields:

- Street Address*: 525 Clinton Street
- City*: Brooklyn
- State/Province*: New York (dropdown menu)
- Zip/Postal Code*: 11231

Buttons: Cancel, Configure Targeting (highlighted with a red box and a red arrow pointing to it from the text above).

8. Here, you will fill in the homes that you want to target around the initial targeting address. You can filter this based on the number of homes, and choose the specific properties you want your postcard delivered to.
E.g. → # of bedrooms, square footage, last sold for (\$\$), year built, etc.

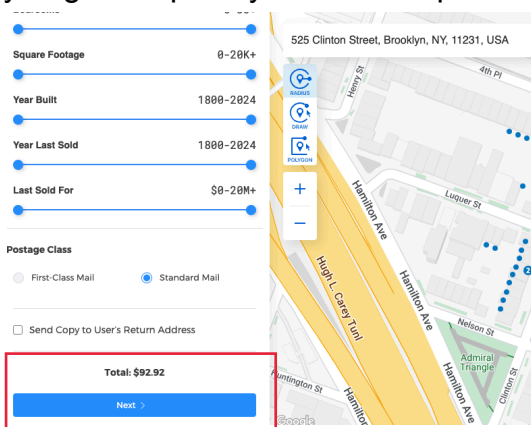


The 'Configure Targeting' interface shows a map of the area around 525 Clinton Street, Brooklyn, NY, 11231, USA. The map displays blue dots representing homes. A red arrow points to the map with the text 'blue dots represent homes'.

Filters on the left (highlighted with a red box):

- Number Of Homes To Target: 200
- Property Type: ☒ All, ☐ Single Family, ☐ Multi Family
- Bedrooms: 0-30+
- Square Footage: 0-20K+
- Year Built: 1800-2024
- Year Last Sold: 1800-2024
- Last Sold For: \$0-20M+

9. When you're done, you will see the price below. You can continue to filter until you get the price you want to spend. When you're done, hit 'Next.'



The 'Configure Targeting' interface shows the same map as before, but with additional filters and a price display.

Filters on the left (highlighted with a red box):

- Square Footage: 0-20K+
- Year Built: 1800-2024
- Year Last Sold: 1800-2024
- Last Sold For: \$0-20M+
- Postage Class: ☐ First-Class Mail, ☒ Standard Mail
- ☐ Send Copy to User's Return Address

Price and Next button (highlighted with a red box):

Total: \$92.92

Next >

10. You are at your Summary Page now. Review and make sure all details look good.

Preview & Payment
Preview the campaign details and make a payment. Powered by RealMailers

Order Summary

Sweet Summer Postcard	(100 x \$0.92)
Standard Mail (100 x \$0.92)	Included
Order Total	\$92.00

Same Day Processing
If you submit your order before 3PM on a business day, your mailers will go to production that same day in a fulfillment center nearest to your targeted area.

USPS Distribution

Front Preview

SUMMER IS A *sweet* TIME TO SELL YOUR HOUSE!

Back Preview

11. Fill out payment. Tip: You can actually schedule the postcards out instead of sending right away. Click the button “Schedule launch for a later date”.

Payment

[Schedule launch for a later date?](#)

Card number MM / YY CVC

Card Type

VISA Mastercard AMEX JCB DISCOVER

Cancel Back **Submit Payment >**

12. When you click ‘Submit Payment’ – your order will be placed! RealMailers will receive your order and start the printing.

Questions? Email the marketing team.