

Real Estate Market – An Ideal Fit for the RISO Digital Printing System

The key contact is the broker - the owner of the business. Real estate agents are generally independent contractors, not employees of the firm. Some brokers have only a couple of agents working "for" them, with other brokers might have 200 agents or more selling on behalf of the firm. Agents are generally responsible for purchasing their own marketing materials, although some forms are provided by the broker.

Applications purchased and used by most *brokers*:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Evaluation checklists | <input checked="" type="checkbox"/> Competitive market analysis |
| <input checked="" type="checkbox"/> Certificates | <input checked="" type="checkbox"/> Letterhead |
| <input checked="" type="checkbox"/> Fax cover sheets | <input checked="" type="checkbox"/> Envelopes |

Applications purchased and used by most *agents*: (personalized for each agent)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Spec sheets (for open houses and tube inserts) | <input checked="" type="checkbox"/> Letterhead |
| <input checked="" type="checkbox"/> Listing announcements | <input checked="" type="checkbox"/> Envelopes |
| <input checked="" type="checkbox"/> Thank You note cards | <input checked="" type="checkbox"/> Newsletters (mass mailed) |
| <input checked="" type="checkbox"/> Post cards (mass mailed) | <input checked="" type="checkbox"/> Door hangers |
| <input checked="" type="checkbox"/> Flyers (mass mailed) | <input checked="" type="checkbox"/> Business cards |

Some real estate brokers have a graphic designer or a marketing specialist design the material and produce it on the RISO printer-duplicator. With the in-house printing capabilities of the RISO, they then sell the material to the agents, adding a markup.

Pinnacle Real Estate, a Coldwell Banker franchise with sixty agents, charges its agents about \$20 for a 500-piece two-color job – that's four cents a piece. Pinnacle just placed an FR3950A (with two color cylinders) on their network, after having owned another RISO for over three years. In the first few months with their new machine, they are averaging 50,000 impressions per month, with an average run length of 400.

The obvious advantages to the agents include lower-than-market prices for their marketing materials, greater convenience, the ability to have spot color on short run jobs, and faster turnaround time. Some real estate agents are more active marketers than others. Many agents mail as many as four hundred postcards or newsletters per month. There is a terrific opportunity for an RJ1100 in this market as well.