



"I am able to fill up my pipeline and I get calls [for leads] from the areas I want."

- Dwaine Clarke
President of Clarke Real Estate Group

Real Estate Investor Fuels More Qualified Leads with Free Online Lookups

Company

Clarke Real Estate Group, LLC

Industry

Real Estate

Challenge

As the housing market continues its downward slump, real estate investors are feeling the pinch. Many investors have been forced to refocus their marketing efforts to drive in qualified leads and keep business going in a bad economy. Dwaine Clarke is one of those investors. Clarke is president of a national real estate acquisitions and financing firm based in Broad Brook, Conn. His firm specializes in acquiring and financing commercial and residential properties.

In the past, Clarke sent out thousands of postcards and sales letters in one-shot mailings all over a state asking local homeowners if they would be interested in selling their homes or if they needed help with financing. Over time Clarke found the approach wasn't generating the results he had hoped. Clarke was convinced direct mail was important for the growth of his business, but he knew he needed to refine his approach to achieve success. Clarke needed a better way to target the areas he wanted to invest in and deliver consistent, predictable mailings to enhance the image of his company and persuade interested homeowners to respond.

Solution

Carrier Routes by ZIP® Lookup – a free lookup tool that can be used to get a list of carrier routes by the 5-digit ZIP Code™.

Benefits

- » Increase response rates with more precise geographic data
- » Pick and choose where mail gets delivered – down to the neighborhood level
- » Get specific demographic information before you launch direct mail campaign

About Clarke

Clarke Real Estate Group is a national real estate acquisitions, financing and consulting firm. As a full service real estate firm, Clarke Real Estate helps clients achieve a high and safe return on investment.

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Results

For Clarke, his strategy was to become a “big fish in a small pond” and dominate the areas he had targeted for investment. To become that big fish, he dove into Melissa Data’s Free Lookups – an online resource offering valuable data on demographics, home sales, property information, and statistics on crime and fatal vehicle accidents. The Lookups can be used to verify mailing addresses and check phone numbers.

Before Clarke begins a direct mail campaign he uses the Carrier Routes by ZIP Lookup. This displays a listing of all the postal carrier routes within a ZIP Code. A carrier route is typically related to where a mail carrier delivers to in a single day. The Lookup also provides links to relevant business and residential information, including home sales, census tract and school district maps, and labor and income tax statistics for those in the area.

Clarke notes that using the Carrier Route Lookup helps him get a better sense of what the area looks like, its streets and home count. “We use the Lookups to identify an area and consistently target that area with our message.” Clarke says. “We don’t want to be seen as a fly-by-night company – we want to build our credentials over time.”

Using the Carrier Route Lookup also saves Clarke time and money. He doesn’t always want to saturate every carrier route in a ZIP Code because the demographics might not always match his criteria. The Lookup helps him pick and choose which carrier routes he wants to use to get his mailings delivered to just the right audience. As a registered user, Clarke gets 50 free lookups per day.

Once Clarke has determined the precise area and carrier routes he will mail to, he then purchases a saturation mailing list, otherwise known as an occupant mailing list, from a mailing list provider. The Occupant mailing list comes presorted in Walk Sequence order which qualifies Clarke’s direct mailings for the lowest postage rates available.

Clarke also uses the Carrier Route Lookups to acquire data on properties in different real estate markets across the country. While some investors might be intimidated about investing outside of their marketplace, Clarke feels comfortable investing outside of Connecticut. “Using the lookup service allows me to capitalize on new opportunities and expand my business,” he notes.

Incorporating the Carrier Route Lookup tool as part of his direct mail advertising efforts has brought more eyes to Clarke’s real estate business. He estimates his business has increased by 60 percent. “Our business was completely transformed.”

Clarke notes that while others in his industry are struggling to find leads – he is thriving. “I am able to fill up my pipeline and I get calls [for leads] from the areas I want.”

About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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