



Effective Communication Tool with Post-it® Custom Printed Business Card Notes

Real Estate company uses business cards in a unique way to drive referrals

Challenge

A real estate company was looking for a way to have flyers available at open houses but also wanted to leave business cards as a takeaway. They needed an effective solution to ensure customers took the open house flyer while still having easy access to contact information.

Solution

The real estate company printed Post-it® Custom Printed Notes as business cards and attached them to the open house flyers. This allowed potential buyers to remove the business card from the flyer and reposition it on a computer, refrigerator, or workspace. They took the idea one step further by printing Post-it® Notes as business cards for all their agents, incorporating design variations.

Results

The real estate company saw an increase in calls and inquiries about open house traffic. They began utilizing the business card notes for additional marketing efforts, including pre-sale documents like brochures and closing paperwork. To further enhance the customer experience, they also used them on thank-you cards and gift baskets to welcome buyers into their new homes.



#PD231D
2 × 3.5 Custom
Printed Notes