

*Catch The
Mammoth Spirit*



Are you ready to escape to a simpler way of life?

Imagine owning part of a magical mountain where days are measured by the magnificent sunrises and sunsets over mountains, trees, lakes and streams.

Leave the hustle and noise of the city behind. Make the mountain's spirit of joy, peace, and wellness yours with your own piece of **Mammoth!**

3 easy Steps to phenomenal real estate success in Mammoth

1. Call me **Toll Free** at 866-377-4777
2. Gaze into the idyllic world of Mammoth... view photos and virtual tours by email until we find your perfect Mammoth Hideaway
3. Sit back, relax and let me handle the details

Invest in *Mammoth Real Estate* today... live your life to the fullest... and get your money working for you! Call me today to get started.

P.S. **Special Offer!** Find out what life on the mountain has to offer you with my new ebook "**101 Things to do in Mammoth.**" Call or email me now to receive your free copy.



Pat Koepsell

Catch the Mammoth Spirit

Call me: 760-934-1321

Toll Free: 866-377-4777

Email me:

pat@mammothrealtygroup.com

If this property is currently listed, please disregard



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Exercise 8 Assignment

This postcard was created by a real estate agent named Pat Koepsell who sells vacation homes in the area of Mammoth Lakes, California. Homes there generally sell for \$800,000 and up.

The oversized postcard will be going to homeowners in Southern California who are 40 to 65 years old, have an interest in skiing and have a credit rating of 600 to 750. This is the profile of most people who do buy real estate in Mammoth.

Pat thinks the benefits of Mammoth for this audience include:

- Great place to buy a second home – for fun and investment potential.
- Peace and quiet away from busy lives in Southern California. The area is becoming a four-season community and wellness retreat in addition to being a ski resort.

Think first about what the real estate agent's offer to this target market should be. Once you figure that out, rewrite the postcard copy so that it leads up to and supports your offer. Don't make the postcard copy any longer than it is currently.