How the broker helps you

The Nest Neighborhood Postcard Program

YOUR FACE. YOUR LISTING. YOUR ROUTES. PRINTED HERE, MAILED WITHIN 48 HOURS, PAID AT SETTLEMENT.

Most brokerages hand you a logo file and wish you luck. We built a press. Every card in this program is designed, printed, bundled and delivered to the Post Office from this office, on our own equipment, by people who know your name. You choose the neighborhoods. We do the rest, and we pay a quarter of the bill.

Four cards, one program

Welcome to the Nest

WHEN YOU JOIN · YOUR SPHERE AND YOUR FARM

Announces you as a Nest advisor: your photo, your specialties, your license, your cell, and a QR code that books a consult with you directly. Mailed to the routes you pick, so the neighbors you already know hear it from you first.

Just Listed

WITHIN 5 BUSINESS DAYS OF ACTIVE

Your listing on the front — photo, price, the facts, three highlights in plain English. You on the back. Every household on the routes around the property learns the house is for sale and who to call.

Just Sold

WITHIN 10 BUSINESS DAYS OF SETTLEMENT

The sale, the facts, your client's own words if they agree to it, and a candid invitation to the neighbors: wondering what yours would bring? Ask for the written answer. The strongest card we make.

The neighborhood cards

MONTHLY TO THE CORE · QUARTERLY TO THE MILE

The firm's own farm around 2610 Walbert: every month to the quarter-mile core, every quarter to the full one-mile circle. Your listings and sales appear on them as they happen, at no charge to you. The name on the corner is the one they see twelve times a year.

Same-day production when you need it. Forty-eight hours as a rule.

Send the office the MLS sheet and the photo. The card is designed, proofed against the sources, reviewed by the broker, printed on 80-pound cover stock, bundled by carrier route with the USPS facing slips, and driven to the Post Office that serves those routes. You see the proof before anything prints.

What goes on your card

- Your photograph, your name, your Pennsylvania license number, your specialties as they read on your advisor page.
- Your cell, your email if you want it there, and a QR code that opens your page on nestrealtyadvisors.net with a one-tap "Schedule a consult." The appointment comes to you, not to a desk.
- One hundred percent of the content is written for your card: your listing, your words, your client's testimonial. Nothing is a template with your name dropped in.
- The firm block, the Equal Housing statement and the license-law language the Commission expects, so you never have to think about them.

What it costs — the whole truth, per card

We price this at cost and then pay part of it. Here is every line, for a full-color 8.5 × 11 card, two sides, printed and mailed. The all-in figure includes the things nobody else counts: the press, the power, the insurance, and the person standing at the machine.

LINE	PER CARD
80-lb, 100-bright cover stock	$0.07
Color toner, two sides, at real coverage	$0.21
Drums, developer, fuser, maintenance kits	$0.06
Press depreciation and electricity	$0.07
Design, proofing, broker compliance review	$0.08
Printing, bundling, facing slips, route sorting	$0.14
Transport to USPS, insurance, overhead	$0.07
Proof sheets and spoilage	$0.03
USPS EDDM Retail postage (July 2026 rate)	$0.26
All-in cost	**$0.99**
The broker covers 25%	**– $0.24**
You pay	**$0.75**

What a listing costs you

DOORS PER DROP	LISTED + SOLD	YOU PAY	BROKER PAYS
300	600 cards	$450	$144
500	1,000 cards	$750	$240
1,000	2,000 cards	$1,500	$480

A Welcome to the Nest card to 500 doors is $375. The neighborhood cards cost you nothing.

For comparison, the cheapest online printer we found charges about $0.25 to print a smaller 6 × 9 card, before a $75 shipping minimum, before EDDM preparation, before postage, and before a week of waiting. You would be at or above $0.75 with none of the service and none of the speed.

How you pay

Nothing up front. Your cards are logged to your advisor statement as they go out, and the balance is settled from your side of the commission at your next closing. No invoice to chase, no check to write, no reason to wait for a good month before you market. If there is no settlement within ninety days of a mailing, the office will send a statement and work out timing with you. Every charge is approved by you in writing before it prints, as the Policies and Procedures Manual requires.

How to start

- **Pick your routes.** Sit with the office at the USPS Every Door Direct Mail map; enter the property address (or your own), and choose the carrier routes nearest it. You can see the household count and the exact cost before you say yes. USPS minimum is 200 pieces per drop.
- **Send the sources.** The MLS Agent Full sheet, the tax report, and the original photo — not the MLS download. For a sold card, the settlement statement and your client's written okay on the price and the testimonial.
- **Approve the proof.** You get the front and back on your phone the same day. Say yes, or say what to change.
- **We print and mail.** Within 48 hours as a rule. Same day when the market says so.
- **Tell your seller.** We send you a picture of the card and the map of where it went. Sellers forward these.

Why we do this

A card from a brokerage you can verify, with the face of an advisor who lives here, beats any amount of money spent on portals and sponsored links. The firm's name is on every card larger than yours, which is why the firm pays a share and why the broker reviews each one. We are trying to be the office a family calls the second time. Your cards are how the neighborhood learns the first time who we are.

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