

Large certificate - visual cue for staff to engage in a conversation about their move and quickly gain rapport

Name is big and easy to read so staff call by name – a person's favorite sound!



No strings attached gift invokes the [Law of Reciprocity](#) – we are built to want to give back to those who give to us.

Tracks response for exact ROI.

Triggers follow up postcard

Follow up thank you postcard arrives 10 days later in their mailbox - a trigger for a repeat visit.

Staff sees follow up card - "oh, you came back!"
New resident thinks, "they remember me? WOW! This place is great!"

ACE
The helpful place.
Your Community Hardware Store.
Locally Owned & Operated.

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- Stihl Repair
- Free In-Store Pick Up

FIRST CLASS

ACE UNION HARDWARE
3232 E Guadalupe Rd.
Gilbert, AZ
480-912-7275
Mon - Fri: 8am - 7pm
Sat: 8am - 6pm
Sun: 9am - 5pm

Map: N Higley Rd, E Guadalupe Rd

Tim Robinson
123 Main St
Rochester, NY 14610

Printed by Our Town, Inc.
www.ourtownmedia.com
A203/181582/0001/0120/

Softer offer for longer shelf life up on the fridge or on the counter

Name is again printed on card so staff call by name - a person's favorite sound!



Gets torn off and likely thrown away

No follow up thank you postcard for known repeat visit

Name is too small to read without being awkward



Probably tucked into wallet – no visual cue for staff.

MOST IMPORTANTLY!!!
Quality of list. This is my AUNT, who lives in CALIFORNIA. Why did she get a card at my house in HAWAII???



Offer requires a purchase, which does not invoke the law of reciprocity