**Text Email 8**

**EMAIL 8 [PLAIN TEXT]**

 Subject line: Be direct.

 Dear [Realtor],

Did you know that print is still producing impressive results in today's digital world?

*Direct mail response rates in recent years have boasted a 5.3% response rate from recipients on house lists and 2.9% from prospect lists.- Data & Marketing Association*

Are you using Every Door Direct Mail (EDDM) to promote your listings and yourself? It's a great time to take advantage of this marketing channel that your competition has likely abandoned.

Click [here](https://totalexpert.wistia.com/medias/j86hxu5zvu) for more details. I'd love to tell you more!

**[INTERNAL REFERENCE ONLY** Total Expert EDDM Training video, “Feature Spotlight: Every Door Direct Mail (EDDM)” <https://totalexpert.wistia.com/medias/j86hxu5zvu>  **]**