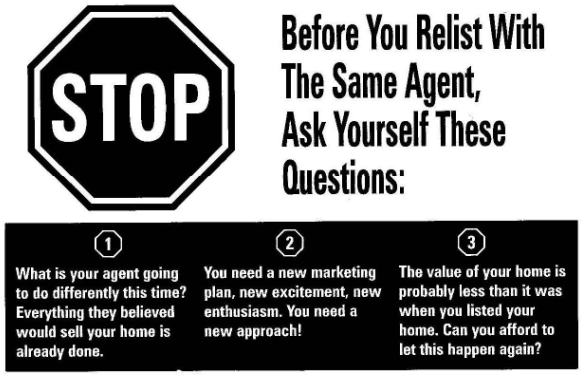
#1

Postcard



Call the Agent with the most Aggressive Marketing Strategy 100% Focused on Your Needs

Call Penny's Team!

Penny'sTeam
(206) 842-9966 / (360) 697-9966
P.O. Box 10670, Bainbridge Island, WA 98110
P.O. Box 1027, Poulsbo, WA 98370



Penny'sTeam
There's no substitute for experience.

Direct
(206) 842-9966
(360) 697-9966
Email
pennym@pennym.com
Internet
www.TalkToPenny.com



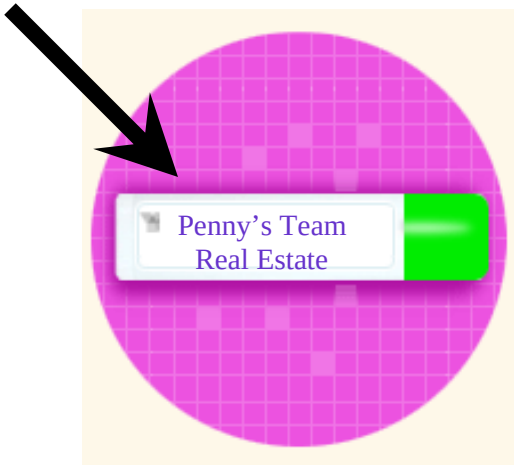
If you're not committed to a professional agent, please call me now!
Each office independently owned and operated.

#2

Penny's Team
There's no substitute for experience.

Is selling your home leaving you a little chapped?

(Affix Chapstick Here)



Call Penny's Team
We guarantee soothing results!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

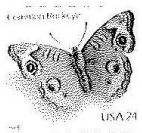
#3

Postcard



Hire...

Penny's Team
(206) 842-9966 / (360) 697-9966
P.O. Box 10670, Bainbridge Island, WA 98110
P.O. Box 1027, Poulsbo, WA 98370

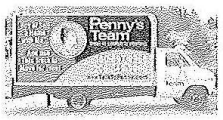


First Class Postage
For First Class People

Penny's Team
for all your
Real Estate Needs!!

There's no substitute for experience.

Direct
(206) 842-9966
(360) 697-9966
Email
pennym@pennym.com
Internet
www.TalkToPenny.com



If you're not committed to a professional agent, please call me now!
Each office independently owned and operated.

#4

Penny's Team
There's no substitute for experience.

It may *hurt* to sell your home

(Affix Band-Aid Here)



Let Penny's Team take the pain out of selling your home!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#5 Postcard



Sell Your Home For The Most Amount Of Money In The Shortest Time

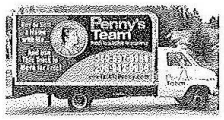
Penny'sTeam
(206) 842-9966 / (360) 697-9966
P.O. Box 10670, Bainbridge Island, WA 98110
P.O. Box 1027, Poulsbo, WA 98370



I Sell More Homes Because I Advertise More. Call Today!

Penny'sTeam
There's no substitute for experience.

Direct
(206) 842-9966
(360) 697-9966
Email
pennym@pennym.com
Internet
www.TalkToPenny.com



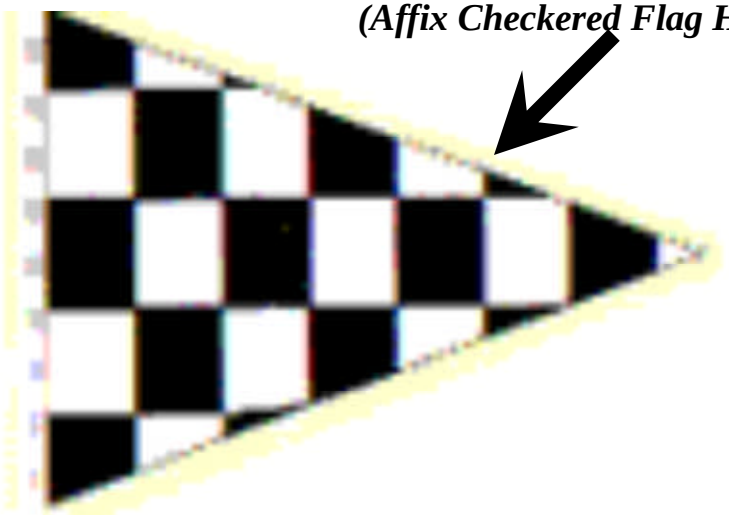
If you're not committed to a professional agent, please call me now!
Each office independently owned and operated.

#6

Penny's Team
There's no substitute for experience.

Finish First

(Affix Checkered Flag Here)



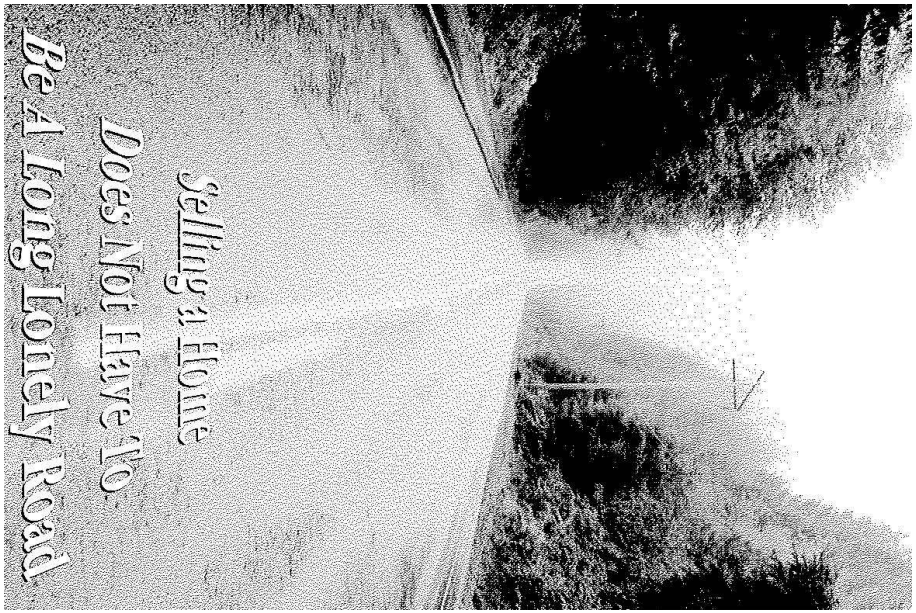
Hire Penny's Team

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#7

Postcard



Home Owners Are Selling Their Homes Faster & For More Money...

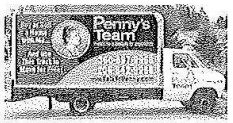
Penny'sTeam
(206) 842-9966 / (360) 697-9966
P.O. Box 10670, Bainbridge Island, WA 98110
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I Sell More Homes Because I Advertise More. Call Today...

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There's no substitute for experience.

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pennym@pennym.com
Internet
www.TalkToPenny.com



If you're not committed to a professional agent, please call me a
Each office independently owned and operated.

#8

Penny's Team
There's no substitute for experience.

Take a Note...

(Affix Notepad Here)



Call Penny's Team to sell your home!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#9

Penny's Team
There's no substitute for experience.

Thinking Real Estate?

(Affix Penny Here)



Penny (& Team) for your Thoughts

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#10

Penny's Team
There's no substitute for experience.

Having a rough time selling?

(Affix Emery Board Here)



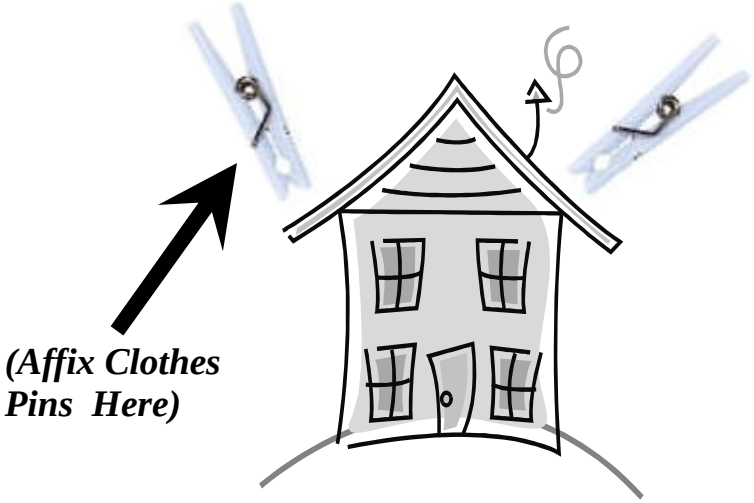
Call Penny's Team

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#11

Penny's Team
There's no substitute for experience.

Hung up on the sale of your home?



(Affix Clothes Pins Here)

Work with Penny's Team.
We make things happen!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#12

Penny's Team
There's no substitute for experience.

Hire Penny's Team

(Affix Smiley Face Pin Here)



For All Your Real Estate Needs

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#13

Penny's Team
There's no substitute for experience.

Trying to cut costs to get the job done?

(Affix Toilet Paper Square Here)



Penny's Team handles all the paperwork!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#14

Penny's Team
There's no substitute for experience.

Don't Fowl Up!

(Affix Chicken Keychain Here)



Hire Penny's Team to Sell your Home

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#15

Penny's Team
There's no substitute for experience.

Sharpen your Marketing

(Affix Pencil Here)



Get your home Sold
with Penny's Team

(206) 842-9966 or (360) 697-9966

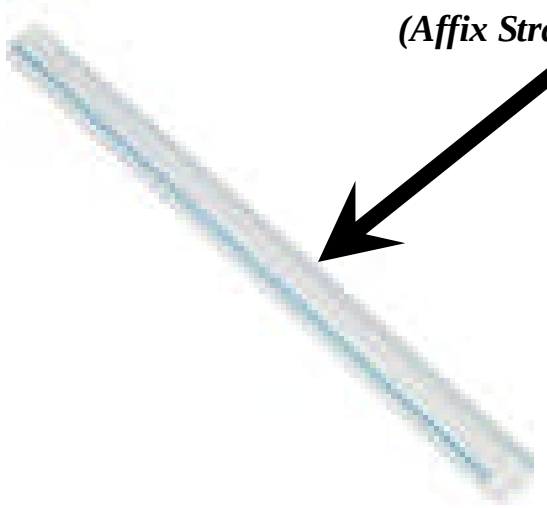
PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
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Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#16

Penny's Team
There's no substitute for experience.

Are you down to your *last straw* selling your home?

(Affix Straw Here)



Penny's Team can sell your home!

(206) 842-9966 or (360) 697-9966

PO Box 10670, Bainbridge Island, WA 98110
PO Box 1027, Poulsbo, WA 98370
Phone: 206-842-2443 · 360-779-7229
Fax: 206-842-9979 · 360-598-5995
www.TalkToPenny.com

#17 Postcard



Then Hire Me To Sell Your Home,

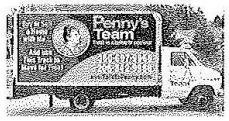
You'll be out of Town in no time!

Penny'sTeam
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P.O. Box 10670, Bainbridge Island, WA 98110
P.O. Box 1027, Poulsbo, WA 98370



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(360) 697-9966
Email
pennym@pennym.com
Internet
www.TalkToPenny.com



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Each office independently owned and operated.

Agent	Date	Time
Penny McLaughlin	03/29/2007	3:58pm

Plan: Penny's Expired Plan

Date+/-	Activity	Description | Letter	Assigned To	Priority
0 Day	To Do	#1 'STOP' Postcard	Closing Closing	Medium
3 Days	To Do	#2 Chapstick/Letter	Closing Closing	Medium
5 Days	To Do	#3 'Dont Throw It Away' Postcard	Closing Closing	Medium
7 Days	To Do	#4 Band-Aid/ Letter	Closing Closing	Medium
9 Days	To Do	#5 'Too Long...' Postcard	Closing Closing	Medium
11 Days	To Do	#6 Checkered Flag/ Letter	Closing Closing	Medium
13 Days	To Do	#7 'Long Lonely Road' Postcard	Closing Closing	Medium
15 Days	To Do	#8 Notepad/ Letter	Closing Closing	Medium
17 Days	To Do	#9 Penny/ Letter	Closing Closing	Medium
19 Days	To Do	#10 Emery Board/ Letter	Closing Closing	Medium
21 Days	To Do	#11 Clothes Pins/ Letter	Closing Closing	Medium
23 Days	To Do	#12 Smiley Pin/ Letter	Closing Closing	Medium
25 Days	To Do	#13 Toilet Paper/ Letter	Closing Closing	Medium
27 Days	To Do	#14 Chicken Keychain/ Letter	Closing Closing	Medium
29 Days	To Do	#15 Pencil/ Letter	Closing Closing	Medium
31 Days	To Do	#16 Straw/ Letter	Closing Closing	Medium
61 Days	To Do	#17 Sick of My Face Postcard (Follow-Up)	Closing Closing	Medium

Summary					
	62 Days in Plan	0 Calls		17 To Do's	
		0 Appointments		0 Mail	
		0 Promos		0 Others	

Vendors and Contact Information

Postcards designed and printed by **ADG Printing**, Seattle, WA
Phone: 1-800-342-3282 Fax: 425-771-7943, www.ADGPrinting.com

Lip Balm Express, Mentor, OH 1-866-214-9978 www.lipbalmexpress.com (*Chapstick)*

Michaels Craft Stores www.michaels.com (*Clothes Pins*)

Oriental Trading Co. www.orientaltrading.com (*Checkered Pennant–Item# IN-25/1913, Smiley Face Pin–Item# IN39/1388, Notepad–Item# IN-5/616, Chicken Keychain–Item# IN-19/11, Pencil-Item# IN-47/362)*

Extra Mile Promotional Products, Syracuse, IN
Phone: 574-457-5222 Fax: 574-457-8264, www.extra-mile.com (*Emery Board*)

Expired Listing Marketing Program

1. ***Postcard***- STOP
2. ***Chapstick***- “Is selling your home leaving you a little chapped?” “Call Penny’s Team, We guarantee soothing results.”
3. ***Postcard***- Don’t Throw It Away!
4. ***Band-Aid***- “It may *hurt* to sell your home.” “Let Penny’s Team take the pain out of selling your home!”
5. ***Postcard***- I Even Sell Homes That Have Been For Sale Too Long…
6. ***Checkered Flag***- “Finish First” “ Hire Penny’s Team”
7. ***Postcard***- Selling a Home Does Not Have To Be a Long Lonely Road
8. ***Notepad***- “Take a Note…” “Call Penny’s Team to sell your home!”
9. ***Penny***- “Thinking Real Estate?” “Penny for your thoughts”
10. ***Emery Board***- “ Having a *rough* time selling?” “ Call Penny’s Team”
11. ***Clothes Pins***- “Hung up on the sale of your home?” “Work with Penny’s Team, we’ll make things happen!”
12. ***Smiley Pin***- “Hire Penny’s Team” “For all your Real Estate Needs”
13. ***Toilet Paper***- “ Trying to cut costs to get the job done?” “Penny’s team handles all the paperwork!”
14. ***Chicken Key Chain***- “Don’t Fowl Up!” “ Hire Penny’s Team!”
15. ***Pencil***- “Sharpen your marketing” “Get your home sold with Penny’s Team”
16. ***Drinking Straw***- “Are you down to your last *straw* selling your home?” “Penny’s Team can sell your home!”
17. ***Follow-up Postcard***- Sick of My Face?