




*Right Now* **CONSUMERS** *in your area*  
**ARE PLANNING** *to*  
**IMPROVE THEIR HOME** *and property*



*Don't you wish  
they had your offer  
or list of services  
in their hands?*





Money-saving offers can be a tiebreaker when consumers are choosing between retail outlets.

**88%**  
of consumers prefer receiving offers in the mail.

Consumers know and trust the blue Valpak envelope. Nearly nine in 10 open it and look through the offers

Sources: Research Alert, 2003 Directions in Research Readership Survey, March 2002

FOR HOME SERVICE BUSINESSES, COMMUNICATING THE EXPERIENCE AND RELIABILITY OF THE COMPANY AS WELL AS THE BENEFITS OF THE SERVICE ARE ESSENTIAL FOR ADVERTISING SUCCESS.

## VALPAK CONSUMERS ARE PROJECTED TO SPEND MORE AT MANY HOME SERVICE BUSINESSES THAN THE AVERAGE HOUSEHOLD:

Building and Remodeling Contractors



Home Improvement



Lawn Maintenance



Carpet and Rug Dealers



Building & Garden Supply Stores



Valpak consumers are projected to spend **30%** more on building and remodeling contractors.

Source: Claritas, A Nielsen Company, with current year projections, March 2008

## VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE:

- Valpak selects only the best areas to reach upscale audiences projected to spend more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

## HOME SERVICE OWNERS TRUST VALPAK

*Over 5.5 billion home and garden offers were mailed last year in the blue envelope.*

*"Our company has been using Valpak regularly with great success. Our calls increase dramatically each time Valpak is sent out, with all of our franchises having the same success."*

**Carolyn Rackett**  
Office Manager  
Handyman USA, Inc.  
Tarpon Springs, FL

*"Valpak is very beneficial! We had several calls coming in with three closes the first day. Valpak beats all other advertising and seems to work better than the phone book."*

**Steve Depew**  
Co-owner  
United Heating & Air Conditioning  
Defiance, OH

## VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



## THE THREE KEYS TO GETTING MORE HOME IMPROVEMENT CUSTOMERS

### REACH

The number of homes you select to receive your ad

+

### FREQUENCY

The number of times a year your ad is seen by Valpak shoppers

+

### VALUE

The appeal and incentive to try your service or product that your ad delivers to consumers

=

### SUCCESS

A review of long time Valpak Home Improvement advertisers showed they mailed an average of 8 times a year to 2 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed with Valpak, the more their satisfaction increased.

# Valpak<sup>®</sup>