



MARKETING PRODUCTS



800.422.7478
Print@RealGreen.com

MARKETING LETTER OPTION 1

(Imprinted on stock shell)

Features

- 1 Offer
- 2 Sales Message
- 3 CAW
- 4 Services
- 5 Neighbor Addresses
- 6 Savings Amount
- 7 Expiration Date

Lawn Cure

5000 Progress Way P.O. Box 558 Sellersburg, IN 47172-05

(812)246-8800

(502)400-9499



Billing Address 0000001 000001

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390



Service Address Customer number: 304161

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

02/19/21

We Take the Work and
Worry Out of Having
a Beautiful Lawn!

Act Now and
SAVE!

\$146.22

On Your Service
for One Full Season

Expires on 04/30/21

"Babying" Lawns in Your Neighborhood Since 1978!!

GET READY FOR SPRING & SAVE! Tired of the big, national lawn care providers and their impersonal service? Lawn Cure, the premiere lawn care company in your neighborhood since 1978, is and has always been locally owned and family operated!! We pride ourselves on excellence in customer service and would love the opportunity to "Baby Your Lawn". As we CELEBRATE OUR 43rd ANNIVERSARY and to show how much we want you as our valued client, we are offering our most exciting promotion ever:

2 FREE MOSQUITO CONTROL TREATMENTS!!!

Sign up for Lawn Cure's 6-application weed control and fertilization program for the 2021 season and the FREE MOSQUITO CONTROL TREATMENTS will be yours at absolutely no cost to you. Even if another lawn company has already done your first service this year, it is not too late to take advantage of this fantastic offer!

Want to save even more? Prepay now and save on each application. Regardless of payment method, your mosquito control is still free! Don't hesitate, simply go to www.lawncure.com click on "Enter Your Offer Code"; or call us at 502-400-9499; or mail the payment coupon today.

Your Offer Code: XXX-XXX-XXXX

	Price	Prepay Price
Early Spring Lawn Application	\$43.00	\$41.71
Late Spring Lawn Application	\$43.00	\$41.71
Summer Lawn Application	\$43.00	\$41.71
Late Summer Lawn Application	\$43.00	\$41.71
Fall Lawn Application	\$43.00	\$41.71
Winter Lawn Application	\$43.00	\$41.71
Mosquito Control Program	\$138.00	FREE! Free Service

Total Service Amount	\$	396.00
Total Service Amount with tax	\$	411.48
After \$146.22 Discount	\$	265.26
You Save	\$	146.22

Here are some of your neighbors who already let us "Baby" their lawn:

9504 Truscott Ct	9111 Bingham View Ct
9009 Bergamot Dr	9129 Cranesbill Trce
9500 Merribrook Ct	10711 Jimson St
5802 Waveland Cir	9520 Indian Pipe Ln
5420 Merribrook Ln	6427 Mistflower Cir
8915 Dollis Eyes St	6418 Moonseed St

☐ Yes! I wish to prepay for proposed services:
Enclosed is my check for \$265.26

☐ Yes! Please bill me as services are performed

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Customer number:

304161



Lawn Cure
5000 Progress Way
P.O. Box 558
Sellersburg, IN 47172-0558

We Look Forward to Helping You Take the Work and Worry Out of Having a Beautiful Lawn

Your prepayment of
\$ 265.26

gives you a \$146.22
discount off regular service
for one full year
Expires on 04/30/21

Lawn Cure

5000 Progress Way P.O. Box 558 Sellersburg, IN 47172-05

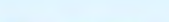
(812)246-8800 (502)400-9499

Billing Address 0000001 000001

Joe Smith

4375 Pineview Dr.

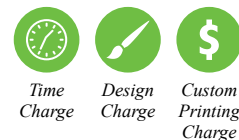
Walled Lake, MI 48390



Take the Work and Worry Out
of Having a Beautiful Lawn.
SPECIAL OFFER ENCLOSED!

FIRST CLASS
PERMITTED
BY POSTAGE
PAID
4839

Marketing Letter Option



K-261DM

A. Standard data layout

B. Printed 1-color black on Preprinted Shell



Marketing Letter Envelope Options

Outgoing Envelope



E-61-DM

Outgoing double envelope

Return Envelope (included in all options)



E-08-DM

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

C. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

D. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.

- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

E. CAW code

- Must have CAW software in order to show this option

F. Neighbors and Installments

MARKETING LETTER OPTION 2

(With custom background, neighbors, and CAW)



P.O. Box 8601
Walled Lake, MI 48390

****endorse****
Frank Webb
8601 Boulder Court
Walled Lake, MI 48390



**BIG SAVINGS ON
A WEED FREE LAWN!**

cust_no seq container
bagbun package

PRSR STD
U.S. POSTAGE
PAID
RGS



Features

- 1 Offer
- 2 Sales Message
- 3 CAW
- 4 Services
- 5 Savings Amount
- 6 Expiration Date

Personalized service of a small company with the experience of a big company!

For over 20 years your neighbors have relied on **Green Valley** to provide them with a lush, green and weed free lawn. As your local lawn care expert we will provide your lawn with the precise care it deserves and needs. We also know saving money is important, so join the **Green Valley family** today and take advantage of these beneficial savings.

Our lawn care program is sensitive to the environment while still providing your lawn with the nutrients it needs to achieve superior results! So Act now and receive your **First Application FREE**. There's more - if you prepay with us you can **SAVE an additional 10% off** your service for one full year.

WE WILL PERFORM THESE BENEFICIAL SERVICES

	Price	10% Prepay
Application 1 (regular \$29.00)	FREE	FREE
Application 2	\$29.00	\$26.10
Application 3	\$29.00	\$26.10
Application 4	\$29.00	\$26.10
Application 5	\$24.00	\$26.10
Application 6	\$29.00	\$26.10
Application 7	\$29.00	\$26.10
Application 8	\$26.10	\$26.10

Total service amount **\$188.44**
Total service amount with tax after discount **\$138.35**
You save **\$46.09**

**WE CAN HELP YOU TAKE BACK THE
OUTDOORS AND ENJOY SUMMER!**



**ASK ABOUT OUR
MOSQUITO CONTROL PROGRAM**

Sign up at lawngateway.com/greenvally and get your **First Application FREE**. A savings of \$46.09. Just select "ENTER OFFER CODE" to sign up today! Your offer code is: **DEM-LKYV-HTA**

Act Now! Visit us online at GreenValley.com or call us at 800-422-7478

Please return this portion to sign up for service

Phone: _____

Email: _____

Service Address:
Frank Webb
8601 Boulder Court
Walled Lake, MI 48390

Customer Number:
<cust_no>



P.O. Box 8601
Walled Lake, MI 48390

MLT-002-Full Window-Service Message-#9 Return Envelope

☐ Yes! I wish to sign up for proposed services. I will receive **First Application FREE**. Enclosed is my payment for \$138.35.

☐ Yes! I wish to sign up for proposed services. I will receive **First Application FREE**. Please bill me as services are performed.

Charge my: ☐ ☐ ☐ ☐

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____

Expires on 4/30/22

6



Marketing Letter Form Option

A. Standard data layout (XMPie composition method)

B. Printed full color with custom background

C. Custom Backer

– Can be printed in full color



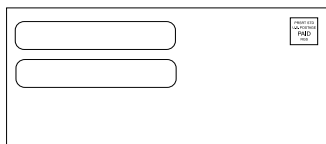
MLT-01

Marketing Letter Envelope Options

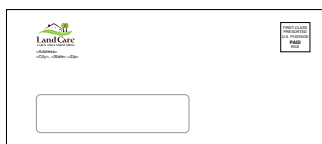
Outgoing Envelope



E-25-DM
Outgoing full window envelope



E-40-DM
Stock double window with standard indicia



Custom #10 standard
Outgoing single window envelope



Return Envelope (included in all options)



E-08-DM

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

D. Savings amount is based on percentage discount only

– Can show this value as a percentage or a dollar amount discount.

– Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

E. CAW code

– Must have CAW software in order to show this option

F. Neighbors and Installments

MARKETING LETTER OPTION 3

(With custom background, neighbors, CAW, and personalization)

Features

- 1 Personalization
- 2 Offer
- 3 Sales Message
- 4 Services
- 5 Neighbor Addresses
- 6 Savings Amount
- 7 CAW
- 8 Expiration Date

Company Logo

Company Address 1
Company Address 2

****ALL FOR AADC 480**** 3463 2510 000011

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

|||||

**WE'VE GOT THE RIGHT
LAWN CARE FOR YOU,
<LAST NAME>
FAMILY!**

**1st Application
FREE**

Expires XX/XX/XXXX

PRSR1 STD
U.S. POSTAGE
PAID
RGS

Dear <Last Name> Family,

We're reaching out to the neighbors in communities that <Name of Company> is already in to offer a <Free or Discounted Service> to kick off your lawn care for the season! We offer excellent service provided by trained technicians who use the most up to date equipment.

Our lawn care program is extensive and efficient, ensuring that no problem is left unresolved. The services we provide will allow your turf to go from being just another lawn to being the most vibrant one on your street! By increasing your curbside appeal with our services, you'll be the talk of the neighborhood.

Choose lawn health today! Sign up and receive this special offer just for new customers to save more when it comes to lawn care. It's easy to sign up! Visit our website and enter your special of code, mail back the attached offer, or give us a call at <XXX-XXX-XXXX>.

Service	Price	Prepay
Service 1	<XXX.XX>	<XXX.XX>
Service 2	<XXX.XX>	<XXX.XX>
Service 3	<XXX.XX>	<XXX.XX>
Service 4	<XXX.XX>	<XXX.XX>
Service 5	<XXX.XX>	<XXX.XX>
Service 6	<XXX.XX>	<XXX.XX>
Service 7	<XXX.XX>	<XXX.XX>
Service 8	<XXX.XX>	<XXX.XX>

Total Service Amount <XXX.XX>
Total Service Amount With Tax <XXX.XX>
Total Service Amount After Discount <XXX.XX>
You Save <XXX.XX>

**WE SERVICE THESE NEIGHBORS
IN YOUR AREA**

<Neighbor Address 1>
<Neighbor Address 2>
<Neighbor Address 3>
<Neighbor Address 4>
<Neighbor Address 5>

**1st Application
FREE**

Go to website.com

Enter your offer code:

XXX-XXXX-XXX

Expires XX/XX/XXXX

Call Us At: XXX-XXX-XXXX

Or Visit: Website.com

Phone: _____

Email: _____

Service Address:
<Company>
<Customer Name Or Current Resident>
<Customer Address 1>
<Customer Address 2>
<Customer Address 3>
<Customer Address 4>

Source Code:
<XX-XX-XXXX>

☐ Yes! I wish to sign up for s
Enclosed is my check for
<XXX.XX>

☐ Yes! I wish to sign up for s
Please charge my credit c
<XXX.XX>

☐ Yes! I wish to sign up for services.
Please bill me as services
are performed.

Charge my: ☐ ☐ ☐ ☐

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____

Expires on XX/XX/XXXX

Company Logo

Company Address 1
Company Address 2

****ALL FOR AADC 480**** 3463 2510 000011

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

|||||

**WE'VE GOT THE RIGHT
LAWN CARE FOR YOU,
<LAST NAME>
FAMILY!**

**1st Application
FREE**

Expires XX/XX/XXXX

PRSR1 STD
U.S. POSTAGE
PAID
RGS

H000000

Please return this portion to sign up for service

MLT-06

Marketing Letter Form Option

- A. Standard data layout (XMPie composition method)
- B. Printed full color with custom background
- C. Custom Backer
 - Can be printed in full color



MLT-08



MLT-09



MLT-11



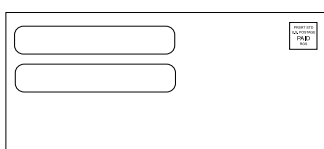
MLT-03

Marketing Letter Envelope Options

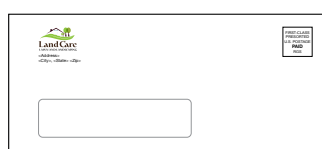
Outgoing Envelope



E-25-DM
Outgoing full window envelope



E-40-DM
Stock double window with standard indicia



Custom #10 standard
Outgoing single window envelope

Return Envelope (included in all options)



E-08-DM

Data Selection Options (within Service Assistant)

- A. 1 column
- B. List by Service or Group by Program
- C. Savings amount is based on percentage discount only
 - Can show this value as a percentage or a dollar amount discount.
 - Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)
- D. Neighbors
 - Records must be geo-coded through the software by the customer prior to the data upload, if not neighbors will not appear in the data.
- E. CAW code
 - Must have CAW software in order to show this option

(With custom background, Upsells, CAW, and personalization)

- 1 Personalization
- 2 Offer
- 3 Sales Message
- 4 Services
- 5 Upsells
- 6 Savings Amount
- 7 CAW
- 8 Expiration Date

Company Logo

Company Address 1
Company Address 2

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

|||||

We were in your neighborhood this week!

<LAST NAME> FAMILY!

1st Application FREE

Save <XXX.XX>

Expires XX/XX/XXXX

PRSRT STD
U.S. POSTAGE
PAID
RGS

Dear <Last Name> Family,

We're reaching out to the neighbors in communities that <Name of Company> is already in to offer a **<Free or Discounted Service>** to kick off your lawn care for the season! We offer excellent service provided by trained technicians who use the most up to date equipment.

Our lawn care program is extensive and efficient, ensuring that no problem is left unresolved. The services we provide will allow your turf to go from being just another lawn to being the **1st** vibrant one on your street! By increasing your curbside appeal with our services, you'll be the talk of the neighborhood.

Choose lawn health today! Sign up and receive this special offer just for new customers to save more when it comes to lawn care. It's easy to sign up! Visit our website and enter your special offer code, mail back the attached offer, or give us a call at <XXX-XXX-XXXX>.

1st Application FREE

Go to website

Enter your offer code

XXX-XXXX-XXXX

Expires XX/XX/XXXX

Service	Price	Prepay
Service 1	<XXX.XX>	<XXX.XX>
Service 2	<XXX.XX>	<XXX.XX>
Service 3	<XXX.XX>	<XXX.XX>
Service 4	<XXX.XX>	<XXX.XX>
Service 5	<XXX.XX>	<XXX.XX>
Service 6	<XXX.XX>	<XXX.XX>
Service 7	<XXX.XX>	<XXX.XX>
Service 8	<XXX.XX>	<XXX.XX>
Total Service Amount		<XXXX.XX>
Total Service Amount With Tax		<XXXX.XX>
Total Service Amount After Discount		<XXXX.XX>
You Save		<XXXX.XX>

We Recommend These Additional Services:

Grub Control:
An unprotected lawn care can be completely wiped out before you even know that grubs are present. Our grub protection creates a season-long barrier to these damaging insects.

<XXX.XX>

Core Aeration:
Removal of small cores of soil from the lawn using an aeration machine. It is often described as the most important thing you can do to create a healthy, thick and robust lawn.

<XXX.XX>

Call Us At: XXX-XXX-XXXX

Or Visit: Website.com

Phone: _____

Email: _____

Service Address:
<Company>
<Customer Name Or Current Resident>
<Customer Address 1>
<Customer Address 2>
<Customer Address 3>
<Customer Address 4>

Source Code:
<XX-XX-XXXX>

☐ **Yes!** I wish to sign up for _____
Enclosed is my check for _____
<XXX.XX>

☐ **Yes!** I wish to sign up for services.
Please charge my credit card for _____
<XXX.XX>

☐ **Yes!** I wish to sign up for services.
Please bill me as services are performed.

Charge my:

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____

Company Logo

Company Address 1
Company Address 2

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

|||||

Marketing Letter Form Option

- A. Standard data layout (XMPie composition method)
- B. Printed full color with custom background
- C. Graphic upsell options
- D. Custom Backer
 - Can be printed in full color



MLT-13



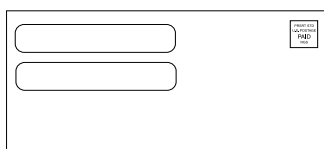
MLT-14

Marketing Letter Envelope Options

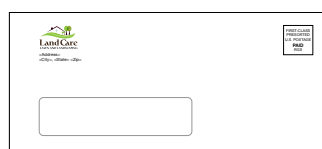
Outgoing Envelope



E-25-DM
Outgoing full window envelope



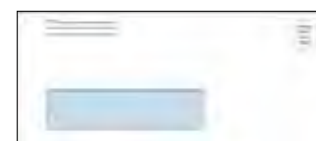
E-40-DM
Stock double window with standard indicia



Custom #10 standard
Outgoing single window envelope



Return Envelope (included in all options)



E-08-DM

Marketing Letter Custom Backer Options



MLT-BK01



MLT-BK02



MLT-BK03



Data Selection Options (within Service Assistant)

- A. 1 column
- B. List by Service or Group by Program
- C. Savings amount is based on percentage discount only
 - Can show this value as a percentage or a dollar amount discount.
 - Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)
- D. Upsells
 - Maximum of four upsells
 - Can show up to 4 upsells. Rounds and special jobs only.
 - Upsells cannot be used in combination with installments or neighbors.
- E. CAW code
 - Must have CAW software in order to show this option

MARKETING LETTER OPTION 5

(No Pricing)



Lawn Pro, LLC
4375 Pineview Dr.
Walled Lake, MI 48390

****SCH 5-DIGIT 03901****

150415 0030568 000156

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390



PRSR STD
U.S. POSTAGE
PAID
RGS



Features

- 1 Personalization
- 2 Offer
- 3 Expiration Date
- 4 Services
- 5 Sales Message

Welcome to the Other Side of the Fence - You'll LOVE Your Lawn!

Dear Smith Family,

Lawn Pro is a family owned and operated lawn care company servicing many of your neighbors. Our goal is to provide our customers with lawns they can love. Our staff of knowledgeable employees thrive on providing exceptional service, personalized attention, and top-notch products. Our environmentally conscious program is designed to satisfy the needs of your lawn and provide you, our neighbor, with a weed free lawn that you can be proud of.

Not only do we provide lovely lawns, we specialize in many other services as well. So act today and receive your 2 FREE applications. There's more - if you prepay today you can save an additional 7%!

Our 6 Step Lawn Program

Lawn Application 1 (Early Spring)

Crabgrass reducer and spot broadleaf weed management.

Lawn Application 2 (Late Spring)

Broad leaf weed control, and crabgrass treatment will be applied

Grub Control

Grubs, the larval stage of beetles, feed on the roots of turf plants and can cause severe damage. Late spring/early summer application.

Lawn Application 3 (Early Summer)

This custom blend of organic based fertilizer will help create excellent turf color and health.

Lawn Application 4 (Late Summer)

Organic based fertilizer treatment to replenish lawn and help your turf recover from harsh summer conditions.

Lawn Application 5 (Early Fall)

Organic based fertilizer with iron. Spot weed control will be applied at this time.

Liquid Compost

This increases soil fertility, moisture holding capacity of the soil and stimulates root growth. FREE Application.

Lawn Application 6 (Late Fall)

This treatment is applied in late Fall to promote root growth and food storage for an early spring green up.

For a Lawn you will Love and
2 FREE Applications

Call Lawn Pro

800-422-7478

for your Free No Obligation Estimate



Act Now! Visit us online at RealGreen.com or call us at 800-422-7478

Please return this portion to sign up for service

☐ **Yes!** I am interested in receiving **2 FREE applications**. Please contact me with a free, no obligation quote.

☐ **Yes!** I am interested in learning more about your program and services. Please contact me.

Source Code:
XXXX-XXX-XXXX

Service Address:

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Please contact me at:

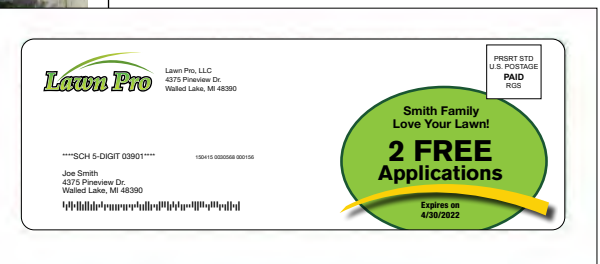
Phone

Email

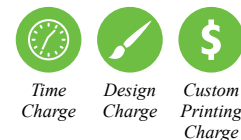


Lawn Pro, LLC
4375 Pineview Dr.
Walled Lake, MI 48390

Expires on 4/30/22



Marketing Letter Form Options



A. Name and Address list

- Only applicable if the only variable on the letter is the name and address
- No other variable included on the letter

B. Printed full color

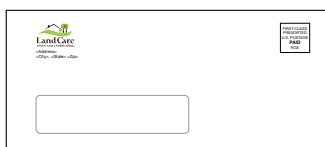


Marketing Letter Envelope Options

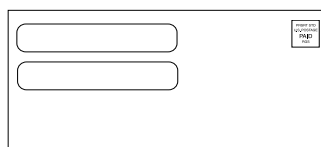
Outgoing Envelope



E-25-DM
Outgoing full window envelope



Custom #10 standard
Outgoing single window envelope



E-40-DM
Stock double window with
standard indicia



Return Envelope (included in all options)



E-08-DM

Marketing Letter Custom Backer Options



MLT-BK01



MLT-BK02



MLT-BK03



Data Selection Options (within Service Assistant)

A. Customer List Data Export

- Name and address only list

MARKETING LETTER OPTION 6

(Picture Letter)

Features

- 1 Personalization
- 2 Offer
- 3 Expiration Date
- 4 Services
- 5 Sales Message
- 6 Property Picture
- 7 Upsells
- 8 Savings Amount



Dear Taylor family 1

D&G is a family owned business servicing Southeastern Michigan for the last 42 years. Our goal is to provide our customers with gorgeous green lawns. D&G owners, managers and staff of people thrive on providing exceptional services, personalized attention, and top-notch products. Our goal is to satisfy our customers and have them know they are not just a number, but an important part of our D&G family!

Not only do we provide lush lawns, we specialize in many other services as well. We promise excellent service from our knowledgeable staff. Please check out our programs and call us at (248) 437-3759 to arrange your personalized program today and receive your free service. There's more, if you prepay with us you can save an additional 6% off your service for one full year. Plus add Grub Control and save an additional 25% on this valuable service.

ADDITIONAL BENEFICIAL SERVICES 7

	Price	Prepay
INSECTICIDE--GRUB CONTROL (Save 25%)	\$56.50	\$45.20
CORE AERATION	\$70.00	\$65.80

WE WILL PERFORM THESE BENEFICIAL SERVICES

	Price	Prepay
FERT / CRAB GRASS CONTROL 4	\$38.75	\$36.43
LATE SPRING - FERT & WEED CONT	\$38.75	\$36.43
EARLY SUMMER FERTILIZER	\$38.75	\$36.43
LATE SUMMER FERTILIZER	\$38.75	\$36.43
FALL FERTILIZER & WEED CONTROL	\$38.75	\$36.43
WINTERIZER FEEDING (A \$38.75 value)	FREE	FREE

Total service amount	\$232.50
Total service amount after discount	\$182.15
You save	\$50.35



Call Today!
800-422-7478

HERE IS A LOOK AT OUR PROGRAM:

March/April-Early spring fertilizer and crabgrass prevention. This application will create a barrier from crabgrass germinating and begin to green up your lawn in the spring.	May/Early June-Late spring fertilizer plus weed control. This round will give those spring weeds a knockout punch. You will be set up for summer with a weed free lawn and lush green color.	June/July/August-Late spring, Mid-summer and Late Summer. All of these applications contain Organic fertilizer; this will help lawns in the summer combat fungus and maintain a deep green color.	Insecticide/Grub Control applied Mid-May-Early July (this is a Merit product). We guarantee control for the entire season. Be cautious of companies offering free insecticide treatments; they are typically just a "surface" insecticide treatment with limited control.	September/Early October-Late Fall fertilizer plus weed control. This application will clear up any weeds coming up during the end of the season, setting up for winter and a great start for the following year.	October-Winter Fertilizer plus deep feed winter maintenance.
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Act Now! Visit us online at realgreen.com or call us at 800-422-7478

Please return this portion



For more information visit us online at realgreen.com or call our office at 800-422-7478

Sign up for special offers by email:

Service Address:
Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Offer Number:
DP172-12678



10075 Colonial Industrial Dr.
South Lyon, MI 48178

☐ **Yes!** I wish to sign up and prepay for services. I will receive my last application FREE, a savings of \$50.35. My payment for \$182.15.

☐ **Yes!** I wish to sign up for services. I will receive my last application FREE, a savings of \$38.75. Please bill me as services are performed.

☐ **Yes!** I wish to sign up and prepay for Grub Control. \$45.20

☐ **Yes!** I wish to sign up and prepay for Core Aeration. \$65.80

Charge my: ☐ ☐ ☐

Card #: _____






Exp.: _____ Sec. Code: _____

Signature: _____

Expires on 3/5/2022 3



Marketing Letter Form Option

- A. Standard data layout (XMPie composition method)
- B. Printed full color with custom background  
- C. Custom Backer
 - Can be printed in full color   

Marketing Letter Envelope Options

Outgoing Envelope



E-25-DM
Outgoing full window envelope

Return Envelope



E-08-DM

Marketing Letter Custom Backer Options



MLT-BK01




MLT-BK02



MLT-BK03



Data Selection Options (within Service Assistant)

- A. ***Must have Measurement Assistant and property images prior to data upload*** 
 - Requires additional processing fees
- B. 1 column
- C. List by Service or Group by Program
- D. Savings amount is based on percentage discount only
 - Can show this value as a percentage or a dollar amount discount.
 - Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)
- E. Upsells
 - Maximum of four upsells
 - Can show up to four upsells. Rounds and special jobs only.
 - Upsells cannot be used in combination with installments or neighbors.
- F. Neighbors
 - Records must be geo-coded through the software by the customer prior to the data upload, if not neighbors will not appear in the data.
- G. CAW code
 - Must have CAW software in order to show this option
- H. Property images are uploaded as a separate asset folder. This process requires additional mailing processing and proofing time.

MARKETING LETTER OPTION 7

(Installments)

Features

- 1 Personalization
- 2 Offer
- 3 Expiration Date
- 4 Services
- 5 Sales Message
- 6 Installments
- 7 Neighbor Addresses
- 8 Savings Amount



4375 Pineview Dr.
Walled Lake, MI 48390

PRSR STD
U.S. POSTAGE
PAID
RGS

*****5-DIGIT 02176**** 96728 30000 164
Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Big Savings on a Weed Free Lawn
SMITH FAMILY:

50% OFF
1st Application

For the low price of
only \$23.56 Per Month
Expires 4/30/2022

*New Customers Only. Requires full lawn care program and enrollment in budget billing with automatic payments.

Dear Smith family,

For over 15 years your neighbors have relied on Green Valley to provide them with a lush, green and weed free lawn. As your local lawn care expert we will provide your lawn with the precise care it deserves and needs.

Our lawn care program is sensitive to the environment while still providing your lawn with the nutrients it needs to achieve superior results! So Act now and receive 50% off first application. There's more - There are now two ways to receive your 5% discount. You can choose between 10 easy payments, or prepay for your season in full!

WE WILL PERFORM THESE BENEFICIAL SERVICES

Essential Lawn 1: Fertilization plus Crabgrass and Broadleaf Weed Prevention. **50% off**

Essential Lawn 2: Fertilization, plus Broadleaf Weed Prevention.

Essential Lawn 3: Fertilization, plus spot treat any visible weeds.

Essential Lawn 4: Fertilization, plus spot treat any visible weeds.

Essential Lawn 5: Fertilization, plus spot treat any visible weeds.

Essential Lawn 6: Fertilization, plus spot treat any visible weeds.

Essential Lawn 7: Fertilization to protect the turf through the cold months.



We Service These Neighbors In Your Area:

133 Bellevue Ave
30 Lynn Fells Pkwy
5 Indian Hill Ln

Two Ways to Receive Your 5% Discount!

Payment Option 1 – Budget Billing
Receive 50% OFF your First Application for 10 Easy Payments of \$23.56.

Payment Option 2 – Prepay
Receive 50% OFF your First Application for a prepayment of \$235.60.

ACT NOW! • 800.422.7478 • RealGreen.com

Sign Up at RealGreen.com

Phone: _____

Email: _____

Service Address:
Peter Gianino
570 Lebanon St
Melrose, MA 02176-3226

Offer Number:
DM-20-96728

☐ Yes! I wish to sign up for services. I will receive 50% OFF my First Application for the Monthly price of \$23.56.

☐ Yes! I wish to sign up for services. I will receive 50% OFF my First Application. Here is my prepayment of \$235.60.

Charge my: ☐  ☐  ☐  ☐ 

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____



4375 Pineview Dr.
Walled Lake, MI 48390



4375 Pineview Dr.
Walled Lake, MI 48390

PRSR STD
U.S. POSTAGE
PAID
RGS






*****5-DIGIT 02176**** 96728 30000 164
Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Big Savings on a Weed Free Lawn
SMITH FAMILY:

50% OFF
1st Application

For the low price of
only \$23.56 Per Month
Expires 4/30/2022

Marketing Letter Form Option

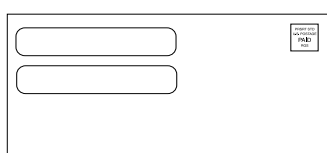
- A. Standard data layout (XMPie composition method)
- B. Printed full color with custom background  
- C. Custom Backer
 - Can be printed in full color   

Marketing Letter Envelope Options

Outgoing Envelope



E-25-DM
Outgoing full window envelope



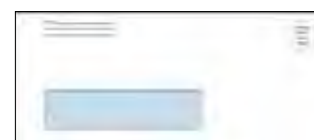
E-40-DM
Stock double window with
standard indicia



Custom #10 standard
Outgoing single window envelope



Return Envelope (included in all options)



E-08-DM

Marketing Letter Custom Backer Options



MLT-BK01



MLT-BK02



MLT-BK03



Data Selection Options (within Service Assistant)

- A. 1 column
- B. List by Service or Group by Program
- C. Savings amount is based on percentage discount only
 - Can show this value as a percentage or a dollar amount discount.
 - Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)
- D. Neighbors
 - Record must be geo-coded through software by the customer prior to the data upload, if not neighbors will not appear in the data.
- E. Installments
- F. CAW code
 - Must have CAW software in order to show this option

MARKETING LETTER OPTION 8

(No Remit)

Features

- 1 Personalization
- 2 Offer
- 3 Neighbor Addresses
- 4 Sales Message



4375 Pineview Dr.
Walled Lake, MI 48390

****ALL FOR AADC 480**** 3463 2510 000011

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>



SPECIAL OFFER for
<Name> Family

Or Current Resident

**Healthy lawns start
with Green Valley!**

PRSR STD
U.S. POSTAGE
PAID
RGS

*Stop weeds before they
start this spring!*

Dear <Name> Family,

During this time of the year, lawns across Dallas/Fort Worth are in dormancy, but very soon the weeds will begin to grow! Stay two steps ahead of those pesky weeds by starting a lawn care plan with Green Valley today. We'll even give you **50% off** your first application.

Our lawn care professionals will conduct a thorough analysis of your lawn and design a customized plan to make sure we deliver you a **greener, thicker, weed-free** lawn that you can be proud of. <Customer first name>, we are Dallas/Fort Worth's largest, locally owned, Texas-based lawn care provider. Not only do we service the entire Dallas/Fort Worth Metroplex (and more!), we live here too! That means when you choose Green Valley, you'll get prompt, professional service with a neighborly smile.

And don't forget, our service is backed by the **Green Valley Guarantee**: if the weeds so do we – at no charge.

Call us today and get 50% off your first application!

50% OFF
Your First Application!

*Call today for a free estimate.
Mention offer code G22.*

* Terms may apply. Call for details.



AVERAGE RATING
4.8/5 STARS - 965 REVIEWS

Contact Us At: (800) 422-7478 or RealGreen.com

**WE SERVICE THESE N
IN YOUR AR**

<Neighbor Address 1>
<Neighbor Address 2>
<Neighbor Address 3>
<Neighbor Address 4>
<Neighbor Address 5>



4375 Pineview Dr.
Walled Lake, MI 48390

****ALL FOR AADC 480**** 3463 2510 000011

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>



SPECIAL OFFER for
<Name> Family

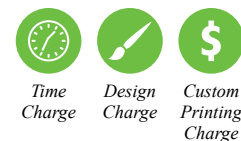
Or Current Resident

**Healthy lawns start
with Green Valley!**

PRSR STD
U.S. POSTAGE
PAID
RGS

MLT-17

Marketing Letter Option



Data Option #1: Standard data layout:

- If pricing, neighbors, or upsells are included in letter layout
- (XMPie composition method)

Data Option #2: Name and Address list

- Only applicable if the only variable on the letter is the name and address
- No other variable included on the letter

A. Printed Full Color



Marketing Letter Envelope Options

Outgoing Envelope



E-25-DM
Outgoing full window envelope



Custom #10 standard
Outgoing single window envelope



Marketing Letter Custom Backer Options



MLT-BK01

MLT-BK02

MLT-BK03



Data Selection Options (within Service Assistant)

Standard Data Selections: Option #1

- 1 column
- List by Service or Group by Program
- Savings amount is based on percentage discount only
 - Can show this value as a percentage or a dollar amount discount.
 - Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)
- Neighbors
 - Records must be geo-coded through the software by the customer prior to the data upload, if not neighbors will not appear in the data.
- Installments
- CAW code
 - Must have CAW software in order to show this option

Name & Address Selections: Option #2

- Customer List Data Export
 - Name and address only list

MARKETING POSTCARD OPTION 1

(MPC-01)



Features

- 1 Offer
- 2 Sales Message
- 3 Expiration Date
- 4 Services
- 5 Savings Amount
- 6 Neighbor Addresses
- 7 CAW
- 8 Personalization

Marketing Postcard Options

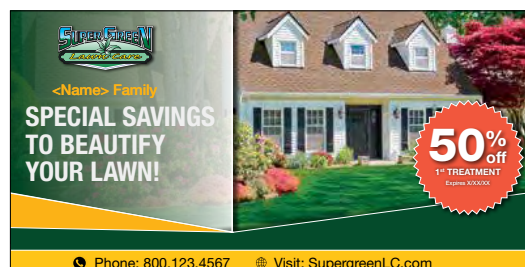
A. Standard data layout

- (XMPie composition method)

B. Printed Full Color



MPC-02



MPC-03

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

C. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.
- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

D. Neighbors

- Records must be geo-coded through the software by the customer prior to the data upload, if not neighbors will not appear in the data.

F. CAW code

- Must have CAW software in order to show this option

MARKETING POSTCARD OPTION 2

(JPCD-04)



Features

- 1** Offer
- 2** Services



Marketing Postcard Options

- A. Standard data layout
 - 1. (XMPie composition method)

- B. Printed Full Color



Data Selection Options (within Service Assistant)

- A. Static Offer
 - Based on customer filters-typically customers without square footage in the software
- B. Customer List Data Export

MARKETING POSTCARD OPTION 3

(EDDM-02)



Features

- 1 Offer
- 2 Services
- 3 Non-addressed mail panel



Marketing Postcard Options

A. Printed Full Color



B. No data selection options. Non-addressed mail.

C. Customer must select zip codes/postal carrier routes via the USPS site to mail to and provide those route numbers to Real Green.

1. <https://eddm.usps.com/eddm/select-routes.htm>