

## POSTCARDS

The bright colors and strong “interior” images for this four-card real estate series attract and motivate prospective clients. Design choices were based on demographics and psychographics of residents in three upscale neighborhoods targeted by the client.

The first two paragraphs and the “Best Deal” lines were altered to complement the corresponding image. The remaining text stayed consistent throughout the series, providing a repeat imprint on prospective clients and building name recognition.



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You're looking to sell, they're looking to buy. It's simple, especially with homes like... *Yours*.

Selling your home can be complicated and crazy, or as simple and calm as a single bud in a crystal vase, depending on the agent you choose.

Cynthia Kozlowski, one of Rochester's leading agents, is a Rochester Hills resident with solid experience in crafting the best deal on homes in your neighborhood.

- Quality Service Certified® Real Estate Professional
- President, Women's Council of Realtors/Rochester
- Active member of the Rochester Regional Chamber

**Great House + Best Agent = Best Deal**  
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Buyers want homes with distinction, homes with warmth and flavor. They want homes like...

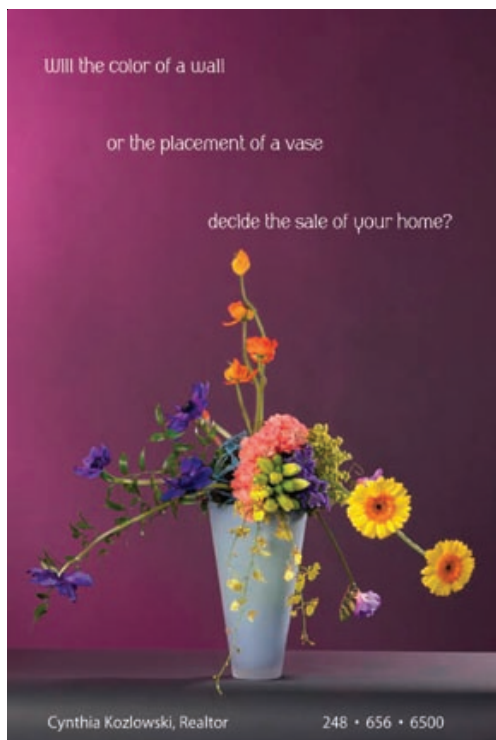
*Yours*.


Selling your home can be as harsh as a bad, bad medicine, or as smooth as a cup of mint tea, depending on the agent you choose.

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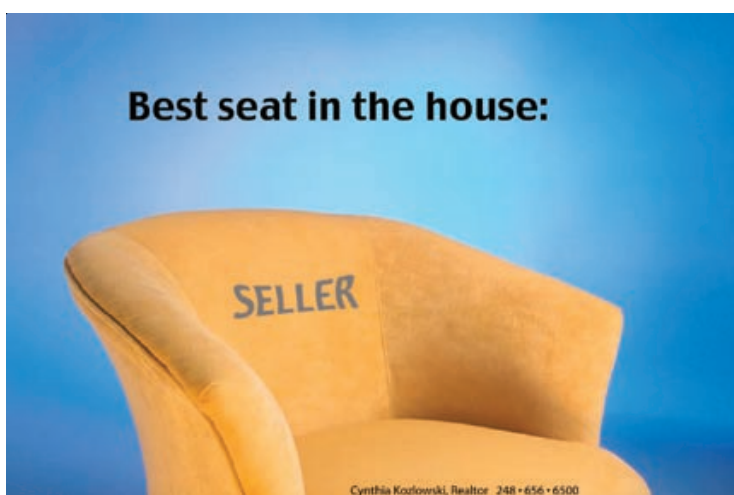
Buyers want homes with flair, welcoming homes with a “wow” factor. They want homes like... *Yours*.


Selling your home quickly can be as hard as a rock, or as simple as moving a vase from one table to another, depending on the agent you choose.

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When it comes to selling your home, there's only one “best” seat in the house... *Yours*.

It can be as comfy as your favorite easy chair, or as bad as a lumpy sofa, depending on the agent you choose.

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