discover
PUBLICATIONS

Effective, turn-key marketing for growth-oriented real estate agents



CASE STUDY
DALE ROSS

- Dale Ross is a real estate agent serving the Greater Houston, Texas area.
- His career as a premier Realtor began in the Houston and Katy areas in 1981.
- Seven-time Top 20 Real Estate Agent in Houston, TX.
- The Dale Ross Realty Group is consistently named as one of the Top 20 Real Estate sales groups in their region.

> "One of the first lessons I learned back in 1981 when I started my career was that if I have all the listings, I'll have all the sales."
>
> Dale Ross

THE GOAL



BREAK INTO A HIGHER VALUE MARKET

1. For the first 15 years of his career, Dale Ross farmed a small, lower-home-value market. He used postcards as his primary marketing tool, initially mailing 200 each month and eventually mailing 1,800 every three weeks.

2. After building a solid reputation and a steady lead flow in his farm, Dale was ready to expand into a higher cost market. But he was not a familiar name in this neighborhood, and he'd have multiple heavy-hitters to compete with. To stand out, he created a newsletter that cost him 80¢ apiece to mail (in 2004!) and 20 hours to complete.

3. After a while, Dale realized his newsletter wasn't sustainable; it was expensive, time consuming, and too easy for his competition to replicate. He needed an easier, more cost-effective tool that no other agent could copy.

THE SOLUTION

In 2005, Dale Ross turned to Discover Publications. He learned that he could mail a turn-key 12-page publication for **less money** than his DIY newsletter (at the time, his per-unit cost was less than 50¢). He also found that:

- His publication had more space; he could showcase his entire inventory of listings, statistics, multiple calls to action, and even paid advertisements
- His publication was ultra-professional; it made him look like the big deal he wanted to become in the new, higher-end market
- He got much better engagement from his publication compared to his newsletters or postcards
- His publication contained information prospects cared about and wanted to read, rather than strictly promotional content that often went straight in the trash
- His front-page articles resonated with homeowners; he always opened with a joke, and prospects would often tell him how much they appreciated his paper



> When I looked over samples from Discover Publications, my head started spinning with possibilities," says Dale. "I was in La-La Land when I first got them, read them, and understood what they were all about."
>
> Dale Ross

In addition to advertising for listings, offering a free market analysis, and providing other helpful information, Dale directs readers to visit his website. While there, they can find detailed information about the value of their home as well as additional services that he offers

THE RESULTS

Tailoring Content to the Local Market = Success

Dale had done his homework. He discovered that a large number of his readers would be engineers who would respond to facts and figures. So, to engage this audience, he decided to include a lot of statistical information about home values.

Exclusivity Has Its Benefits

Because Discover Publications offers exclusive access to the ZIP codes that Dale selected, he is in an excellent competitive position. This strategy completely aligns with what he learned at the beginning of his career: if you have all the listings, you'll have all the sales.

Navigating Market Shifts and Looking Ahead

In June 2024, Dale remarked, "I get one or two listings every time I mail. I used to get 5 to 8, but one or two still makes it worth it." Dale remains confident that as the market conditions improve, he will experience an increase in leads and listings, ultimately restoring the higher ROI enjoyed in 2021.

Maximizing Outreach and Frequency for Sustainable Growth

After interest rates went up and fewer people were selling, his strategy was to send fewer papers out to more likely prospects, and to use the savings to publish his paper more frequently. He recalibrated his farm to focus on the most valuable, highest turnover areas and increased his publishing frequency.

Customized Newspapers Deliver an Outstanding ROI

High-quality localized content, ease of distribution, and ZIP code exclusivity helped Dale achieve his goal of expanding his farm, growing market share, and increasing his revenue per sale. Now, he earns an outstanding ROI—even when listings are scarce.

DALE'S ROI

5X TO 10X
2017-2021 (BOOM MARKET)

2X TO 3X
2022-2024 (TIGHT MARKET)

$7,000-10,000
AVERAGE COMISSION

Results are not guaranteed and vary by market turnover, agent, budget, farm size, conversion rates, and many more factors

It Pays to be Unique

"No one else is doing this in my area," Dale explains. "Sure, it's an appreciable expense, so the average agent isn't going to make the investment. They simply don't have the mindset that they need to spend money to make money. I'm an eternal optimist. I've gotten to where I am now by reinvesting in myself and my company, and it's treated me very well."

> "Inventory is down, but I still get at least one or two listings every time I mail."
>
> Dale Ross



Dale is able to showcase several listings in a way that is easy for his audience to view and read descriptions. His paper is reader friendly, with eye-catching content.

SEE A SAMPLE

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Founded in 1995, Discover Publications is a national marketing firm offering unique, customized, and location-specific direct mail publications to real estate agents. For more than two decades, Discover Publications has created, printed, and mailed more than 90 million custom publications for clients who consistently share that this is the most innovative and powerful marketing tool they have ever encountered. Discover Publications is the real estate marketing expert.

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