

**Secure orders
today for as
little as 30p**

**Secure orders - collect deposits
& improve your cash flow now!**

Let us help you target live projects in the Self-Build
and Home Improvement Markets for as little as 30p

**MakeMyHouse
MyHome.com**
Sourcing locally through you

How can we help?

We will deliver your product literature, cover letter and promotional offers directly to named Self-Builders and Home Improvers in your area



We offer two support packages

– **Standard Distribution Packages**

We will post your information to every self-builder or home improver in a given area, over a specified date range

For example – we can deliver your literature to 500 local self-build or home improvement projects for as little as £375 i.e. only 75p per prospect targeted

– **Filtered Distribution Packages**

By filtering the `project description` on a planning application for words such as extension, garage, kitchen, bathroom, bedroom etc, you can now choose to target projects that are most closely matched to your products or services

For example – deliver your information to home improvers who have plans which include the building of a `sunroom`. In this case suppliers can target live projects for as little as 99p per customer approached



Increase the Success Rate!

Maximise the opportunity and increase the response rate by introducing time limited value for money offers and incentives

Suggestions:

- Give discounts for deposit paid orders
- Give a settlement discount for fully paid-up orders
- Give % free stock on confirmed orders – it's cheaper for you than a discount!
- Give product or system upgrades on confirmed orders
- Enter all quotes into a free monthly draw – for stock, a weekend break or a TV?

Or

Offer to carry out site visits, provide samples or give advice as a means of starting a communication with these important and still buoyant market sectors

Benefits for your Business!

- Build awareness for your company and products with real customers who are ready to buy
- Distribute your message directly to core markets in a very efficient and effective way
- Saves You Time & Hassle – just send us your literature we'll do the rest
- Saves You Money – we will do this for half the cost of doing it in-house
- Release resources for other important activities
- Reduce Your Marketing Budget – as you only have to target customers in areas you are servicing

How much will it cost?

Service costs vary in line with your requirements?

The sample prices shown below cover typical options and are based on a supplier opting for a standard letter i.e. C5 envelope size

Standard Distribution

	Targeting in NI	Targeting in ROI
Postcard	65p	87p
C5 Envelope	75p	97p
C4 Envelope	95p	£1.36

Filtered Distribution

	Targeting in NI	Targeting in ROI
Postcard	85p	£1.05
C5 Envelope	99p	£1.18
C4 Envelope	£1.18	£1.54

Alternatively purchase pre-printed address labels and complete the envelope stuffing and mailing in-house – from 30p per prospect

Notes

Our fees include the cost of envelopes, address labels, postage, administration time, direct labour and a **single use** of our home builder/improver databases.

Suppliers are responsible for supplying their literature and cover letters.

An Post's rates are higher than Royal Mail's which means a slight increase in fees when targeting Southern markets – prices are based on max weight of 100g

Individual package costs can only be calculated when we know:

- the number of prospects you wish to target
- the location of the prospects
- the envelope size you require
- is it a standard or filtered distribution

Terms – Full payment in advance of literature distribution



MakeMyHouseMyHome

Self-Build & Home Improvements Statistics for 2007

Northern Ireland – Home Improvements & Self-Build Statistics 2007

Home Improvements	Belfast 1,683	Down 1,557	Armagh 1,100	Antrim 953	L'Derry 923	Tyrone 757	Fermanagh 271	NI Total 7,244
Tick Required Counties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Self-Build	Belfast 122	Down 1,481	Armagh 967	Antrim 995	L'Derry 771	Tyrone 1,887	Fermanagh 985	NI Total 7,208
Tick Required Counties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Republic of Ireland – Home Improvements & Self-Build Statistics 2007

Home Improvements	Border 2,814	Midlands 4,053	West 2,040	Dublin 4,467	Mid-East 2,028	Mid-West 1,718	South-East 2,696	South-West 3,436	ROI Total 23,252
Tick Required Counties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-Build	Border 2,861	Midlands 1,274	West 2,493	Dublin 357	Mid-East 1,143	Mid-West 1,056	South-East 1,806	South-West 2,647	ROI Total 13,637
Tick Required Counties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These tables can be used to estimate the potential market size in the areas you are servicing for both Self-Build and Home Improvement projects



Act now and gain a head start over your competition!

For more information or an accurate price against your individual requirements call

Ruth on 028 (048 RoI) 82 250076 or Paddy on 028 (048 RoI) 82 243129

You can also email your enquiry to us on info@makemyhousemyhome.com

For details on our full range of services visit www.makemyhousemyhome.com

