

REAL ESTATE DIRECT MAIL CASE STUDY

How Brett Furman Turned Direct Mail Into a Predictable Listing Pipeline

Brett Furman partnered with thanks.io to keep his name in the right mailboxes, capture seller intent with QR codes, and follow up automatically when homeowners raised their hand.



Video still from the YouTube source supplied for this case study.

\$265K

trackable listing GCI

\$33K

direct mail spend

8:1

reported return

2%-5%

typical QR scan rate

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The Short Version

Brett Furman has been selling real estate for 40 years. He is not trying to become a full-time marketer. He wanted a practical way to stay visible with homeowners, surface listing intent, and make sure warm leads did not fall through the cracks.

Over the past two years, Brett has reported \$265,000 in trackable gross commission income from \$33,000 in direct-mail spend. That works out to an 8-to-1 return before accounting for the long tail of mail pieces people keep on a counter, in a drawer, or on the fridge until the timing is right.

What Brett Kept Coming Back To

- **Consistency beats novelty.** One postcard can get lucky. A system of postcards, letters, and monthly updates builds memory.
- **The scan matters.** A QR scan turns a quiet homeowner into a lead Brett can see, follow up with, and keep nurturing.
- **Personal mail earns a second look.** Cards that show the recipient's own home feel specific, not mass-produced.
- **Follow-up has to be automatic.** Once someone engages, our job is to keep Brett in front of them until they are ready to talk.

The point is not just to send mail. The point is to build a listing pipeline where every scan, reply, and follow-up touch has somewhere to go.

The Four-Part Mail System

Component	Role in the pipeline	How we support it
1. Just Listed / Just Sold Cards	Mailed to neighbors around every listing or sale. The hook is local curiosity: what did the home down the street sell for, and what might mine be worth?	List: neighbors pulled through our mailing list builder. QR action: instant alert plus enrollment into the monthly market update mailer.
2. Check Your Home Value Cards	Sent beyond Brett's sphere to likely sellers. The call to action is simple: scan to see what your home might sell for today.	List: custom-sourced likely-to-sell homeowners using demographic and predictive data. Creative: includes an actual photo of the recipient's home.
3. Golden Letters & Notecards	Used for high-value relationships where personal tone matters more than promotional polish.	Example: a \$600 notecard campaign to 250 older, million-dollar homeowners in Villanova generated a \$1.4M listing and \$36,250 in GCI after 105 days.
4. Monthly Market Update Mailer	The incubation piece. Anyone who scans from the earlier campaigns is automatically added to ongoing monthly direct mail.	Each update is unique to the recipient, uses macro and local market data, and gives Brett a fresh reason to land in the mailbox every month.



Just Listed / Just Sold example



Home-value QR postcard example



Why It Works Inside thanks.io

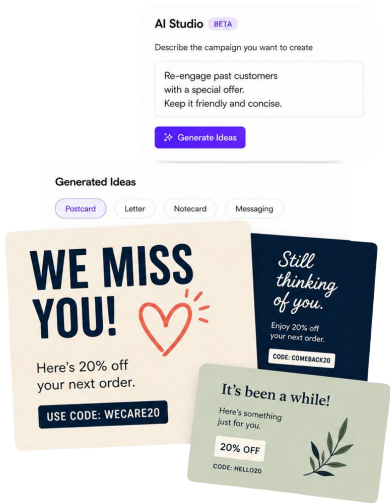
We built thanks.io for exactly this kind of workflow: automated mail, QR-code tracking, dynamic personalization, campaign sequencing, API and webhook connections, and postage-included sending for postcards, letters, and notecards.

For real estate, the important part is not just printing a nice postcard. It is turning the postcard into a data event: a homeowner scans, Brett is notified, the address is tied back to the lead, and the next follow-up can happen while interest is still fresh.

Product capability	Use in Brett's system
Dynamic QR code tracking	Identifies homeowners who move from passive attention to active curiosity.
Hyper-personalization	Uses recipient-specific details such as home photos and local market context.
Multi-touch campaigns	Keep monthly market updates running after the first scan.
Integrations and webhooks	Connects mail activity to email, SMS, CRM workflows, and team follow-up.
Handwritten letters and notecards	Creates a more personal touch for sphere, past clients, and higher-value prospects.

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Thanks AI Studio product visual



Monthly market update example

The Conversion Loop

Brett's stack turns physical mail into a measurable follow-up loop.

1	Mail lands A postcard, letter, or notecard reaches the homeowner with a relevant local hook.
2	QR scan occurs The homeowner requests a home value or market information by scanning the dynamic QR code.
3	Lead is captured The scan is tied back to the address and Brett receives a real-time alert.
4	Follow-up starts Email, text, and CRM workflows begin while the intent signal is fresh.
5	Monthly nurture continues The homeowner is added to personalized monthly market updates, so Brett keeps showing up without rebuilding the list by hand.

The lesson is patience. Brett's reported 105-day notecard-to-listing timeline is exactly why we treat mail as a pipeline asset, not only an immediate-response channel.

Hi Marjorie,
Would you consider selling 1518 Mount Pleasant Rd to one of my buyers if they offered the right price and terms?
If yes, call or text me @ 610-687-6060 anytime.
-Brett

P.S. -- if you want to see a detailed report showing what a buyer might offer today, you can scan the QR Code below now.



Notecard



Listing card back



Golden letter

Build This In Your Market

Brett's results came from a repeatable rhythm: the right list, a relevant mail piece, a QR code that captures intent, and monthly follow-up that keeps going after the first touch.

If you are a real estate agent, broker, or team with the patience to treat direct mail like a pipeline channel, we can help you launch the same basic system with your own listings, farm areas, and follow-up tools.

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Numbers Worth Remembering

\$265,000	trackable GCI over the past two years
\$33,000	direct-mail spend attributed to the system
8-to-1	reported return on direct-mail spend
\$600 -> \$36,250	notecard test that produced a \$1.4M listing after 105 days
12, 18, 24	touchpoints needed to convert strangers into warm listing calls

Source Notes

Video source supplied by user: <https://www.youtube.com/watch?v=UtBsQhdmBIs>

Case-study source: <https://thanks.io/realestatecasestudy>

Product and branding source: <https://thanks.io/>

Updated August 7, 2026. Figures are presented as reported by thanks.io's public case-study page and related product pages.