



# Magnet Order Information

Refrigerator magnets are now available! If your local market has three or more brands, you can purchase co-branded magnets in three different sizes. Or, you can order magnets that highlight your individual brand.

## Why Neighborly magnets?

- Cross marketing groups can lower local marketing expense.
- Above average response rate; over 400% higher rate than direct mail.
- Enhances national and local marketing efforts.
- Raises your brand's customer retention and awareness.
- Adds value to customer experience by giving one place to find home services.



## Need to reach out to the neighboring owners in your area?

- Go to the [Find a Neighbor map tool](#) to download a list of owners in your area.
- Contact your Franchise Consultant for help if you need a login to the map tool.
- Contact your neighbors and see who would like to participate in the magnet program and obtain local tracking phone numbers for each brand.
- Take number of brands participating and divide total magnet cost by number of brands. (or divide cost how you see fit depending on demand)
- Choose one owner to place order and pay. (participating franchisees can pay that owner their portion)
- For more information on local cross marketing, please see the [Cross Marketing Playbook](#)





# Vendor/Order Information

3.5" x 2" (3-4 brands)	3" x 5" (5-8 brands)	4" x 6" (8-11 brands)
250 = \$0.35 each (\$87.50)	250 = \$0.98 each (\$245)	250 = \$1.10 each (\$275)
500 = \$0.20 each (\$100)	500 = \$0.76 each (\$380)	500 = \$0.83 each (\$415)
1000 = \$0.15 each (\$150)	1000 = \$0.50 each (\$500)	1000 = \$0.60 each (\$600)
2500 = \$0.13 each (\$325)	2500 = \$0.348 each (\$870)	2500 = \$0.45 each (\$1125)
5000 = \$0.12 each (\$600)	5000 = \$0.282 each (\$1410)	5000 = \$0.35 each (\$1750)
10000 = \$0.10 each (\$1000)	1000 = \$0.25 each (\$2500)	10000 = \$0.33 each (\$3300)



## 3.4" x 4" Neighborly and Single Brand Options

250 = \$0.90 each (\$225)
500 = \$0.70 each (\$350)
1000 = \$0.425 each (\$425)
2500 = \$0.30 each (\$750)
5000 = \$0.2404 each (\$1200)
10000 = \$0.20 each (\$2000)

*20mil thickness/pricing does not include taxes or shipping*



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