

# NEW RESIDENT

## DIRECT MAIL PROGRAM

Having long-standing loyal customers is a great benefit to any business, but targeting potential new customers — families moving into your area and current residents — is vital to growing your market share. As people move to new cities they will need to find the basic services that everyone needs. Make sure your shop or service area is the first one they call when they have automotive needs.

The New Resident program introduces your business to newly relocated prospects with a marketing mailer featuring your hours of operation, services, directions to your business, and coupon specials of your choosing.

### You can include:

- Colorful and customized magnets
- Coupons and promotions
- Contact information and branding
- Business cards
- Sales incentives

For more information on the New Resident program please contact your parts supplier.

**Did you know:**

- 51.9% of consumers are more likely to read a magnetic postcard than a regular postcard.
- Your message gets repeat exposure when hung in homes and offices.
- Magnetic postcards also provide an above-average redemption rate: 12-18% redemption for featured products!

**WELCOME TO THE NEIGHBORHOOD**  
FROM YOUR LOCAL AUTO VALUE CERTIFIED SERVICE CENTER

**TRAVEL WITH CONFIDENCE!**  
DRIVE WORRY-FREE KNOWING THE PARTS AND SERVICE YOU PURCHASE ARE COVERED BY OUR NORTH AMERICAN WARRANTY

WE'RE HERE TO TAKE CARE OF ALL YOUR AUTOMOTIVE NEEDS. QUICK, EASY AND CONVENIENT... WE'RE READY TO HELP!

- COMPLIMENTARY DIAGNOSTICS
- FUEL INJECTION SERVICE
- SERVICE IMPORT AND DOMESTIC VEHICLES
- 12 MONTH/12,000 MILE NORTH AMERICAN WARRANTY

**WE LOOK FORWARD TO SEEING YOU SOON!**  
KEEP THIS VALUABLE COUPON IN YOUR GLOVE COMPARTMENT UNTIL YOUR FIRST VISIT!

**NEW NEIGHBOR GIFT**

**FREE**  
TIRE ROTATION & BALANCE  
OR \$14.95 OIL CHANGE

JOE'S SERVICE CENTER  
7 NORTH MAIN  
TAMPA, FL 33602  
813-986-1537

**WELCOME TO THE NEIGHBORHOOD**  
THE PARTS YOU WANT...  
**THE SERVICE YOU DESERVE!**

CALL FOR HOURS AND DIRECTIONS OR VISIT  
[WWW.ALLIANCE1.COM](http://WWW.ALLIANCE1.COM)

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TAMPA, FL 33602  
813-986-1537

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TAMPA, FL 33602  
813-986-1537

**BILL SMITH**  
125 MAPLE STREET  
ORLANDO, FL 32789  
813-986-1537

**NEW NEIGHBOR GIFT ON BACK!**

They are perfect for targeted events such as grand openings, remodels, and new locations. Or, use your magnetic mailer as a new mover program targeted to local ZIP codes.

