

RSVP Works for Basement Remodeling



22.4% of RSVP households plan to purchase remodeling services in the next 12 months.

SOURCE: On Target Research, survey of RSVP households



41 calls

200,000 homes (3x)
RSVP Minnesota

85 calls
100,000 homes (4x)
RSVP Greensboro



“Quite simply, when the RSVP cards go out, the phone rings. It is no exaggeration to say that RSVP is our top lead source in terms of quantity and quality—RSVP prospects are, more often than not, ready to invest in a home improvement project.

The postcards have ‘staying power,’ meaning that we would still receive an occasional call long after the cards had mailed.

RSVP does not cost—it pays. Your product is an integral part of our marketing plan.”

Mike Walsh, Co-owner
AAA Remodeling, LLC