



## Nearly 26% of RSVP households plan to purchase furniture in the next 12 months.

SOURCE: On Target Research, survey of RSVP households



“RSVP postcards have worked and are still working for us years later. Because we are a small retail business, we cannot afford to spend our money frivolously. RSVP has brought us a fabulous, consistent return on our advertising investment. Every time a mailing drops I know I can expect the phone to ring and many new and returning customers to walk into our showroom...all armed with their postcard and our special offer, ready to spend money!

“I would highly recommend RSVP and their proven direct-mail postcard marketing program to any quality fabric or custom furniture retailer.”

Darci Marteeny, Owner  
Fabric 101

**15 calls**  
100,000 homes  
RSVP Greensboro

