



NEWS RELEASE

COREFACT FIRST TO MARKET WITH REAL ESTATE POP-UP CARDS

Variable data processing creates a unique card for every order

Hayward, CA, August 22, 2019 – [Corefact](#), the leading company in advanced printing and online marketing solutions for the real estate and mortgage industries, announced the addition of real estate [pop-up cards](#) with variable data to its store. These industry firsts include a Just Listed, Just Sold, Open House, Market Update and Home Estimate options.

“We’re constantly looking for innovative ways to create engagement between real estate agents and their prospects,” said Christopher Burnley, founder and CEO of Corefact. “Our exclusive pop-up cards create a meaningful moment with clients and prospects, and leave a lasting impression.”

Variable data printing is a form of digital printing in which elements such as text, graphics and images may be changed from one printed piece to the next, using information from a database or external file.

The pop-up cards can include a photo of a featured property, its address, recipient’s name, recipient’s home on a map, sold properties around the recipient’s home, and is additionally customizable through the Corefact store online editor.

All pop-up cards are stamped First-Class and enclosed in an envelope printed with a handwritten font, which make them very enticing to open. Pricing starts at \$4.99 each for a minimum of 25. For a limited time Corefact is offering an introductory price of \$3.99 each for a minimum of 25 using the code POPUP19.

“These pop-ups go beyond the jumbo postcard and into game-changing territory,” said Jim Hammarstrom, V.P. of Business Development for Corefact. “Imagine the homeowner’s reaction when they open this card. They will immediately notice the uniqueness and creativity, and the agent who sent the card will get credited. It’s the perfect branding impression.”

Corefact continues to expand its product line to meet new trends in print and online technology, and the market. Notable new products in addition to the pop-up cards include:

- Corefact Elite – a semi-custom, automated monthly direct mail campaign with lead generation capabilities
- Single Property Website – a website dedicated to a property listing
- ListAssist – a portal where listing information can be loaded once, then applied to all of an agent’s property marketing materials
- Auto Follow-Up – a hand-stamped, direct mail note card automatically sent to leads generated through the Corefact Home Estimate tool
- Signage – Yard Signs, A-Frames, Sign Riders and Social Media Frames

About Corefact

Corefact, based in Hayward, CA, is a privately-held company providing real estate brokerages, agents, and mortgage professionals with a complete online and offline marketing solution utilizing personalized content and lead generation. The Corefact marketing solutions help build relationships, and promote services using a one-to-one approach, matching multiple unique data points to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate above average responses and conversion rates by combining direct mail and web technology. Recognized in Inc. 5000: 2014, 2015, 2017 and the San Francisco Business Times Fast 100: 2013, 2014, 2015, 2017 and East Bay Fast 50 2017.

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