



## Painting Companies Trust RSVP



**54 calls**

50,000 homes  
RSVP Columbia

In a recent survey,

**38% of RSVP homeowners plan to purchase painting services**

in the next 12 months

*SOURCE: On Target Research, Sept. 2014 survey of RSVP households*

**196 calls**  
185,000 homes  
RSVP Seattle



“The volume of responses we received in the summer and fall editions from RSVP have been overwhelming.

Thus far, RSVP has generated over \$70,000 in booked business and we are still getting calls two months after the fall mailing went out.

“The quality of the sales leads was very good, too. The homeowners were income-qualified and often ready for us to begin work. This fact increased my closing rate to over 80%.”



**63 calls**

80,000 homes  
RSVP Salt Lake City