



## Pool Companies Trust RSVP



**263 calls**

80,000 homes (8x)  
RSVP Tampa



**49 calls**

80,000 homes (3x)  
RSVP Fairfield



**210 calls**

100,000 homes (6x)  
RSVP Dallas

“One of the things that was attractive about RSVP was the ability to target upscale homes within an area that was manageable.

The results have been great; we received a flurry of calls and sold several fiberglass pools, as well as some vinyl ones.

We continue to get calls from the ad even though it's been months since the mailing.

Compared to the other advertising we've done, we get much better results with RSVP.

I attribute it to the high-income level of the homes they target; most every prospect we talked to that came from RSVP was better qualified than the ones we get from the newspapers.

RSVP is a 'no brainer.'"

Mike Brewer, Owner  
Advanced Pools and Spas