

# RSVP Works for Wood Floors



**27% of RSVP households plan to purchase or repair flooring in the next 12 months.**

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



**139 calls**  
100,000 homes (4x)  
RSVP Chicago

**57 calls**  
100,000 homes (2x)  
RSVP Hartford



**23 calls**  
40,000 homes (2x)  
RSVP Asheville



“RSVP has been the most effective advertising our company has ever used. The response we have received from our direct mail cards has been much greater than we anticipated.

The cards allow us to reach exactly the demographic we are going for, and exactly the clientele that we wish to have. We know that all of the homes that receive a card from us are legitimate prospects for using our services.”

Brendan McCafferty, General Manager  
C & R Flooring