Continuity Programs Announces Every Door Direct Mail Technology for Real Estate Companies

MyLeadDashboard Software Helps Agents and Brokerages Grow Brand Recognition with EDDM

WALLED LAKE, MICHIGAN, UNITED STATES, September 18, 2018 /EINPresswire.com/ -- Continuity Programs continues to break new ground with [MyLeadDashboard](). The automated real estate marketing platform includes a CRM, client follow-up programs, and lead generation. The newest release also offers a leading-edge approach to Every Door Direct Mail (EDDM) campaigns.

"Our customers told us they wanted one vendor. Building EDDM technology into MyLeadDashboard was the obvious solution," says Kirk King, president of Continuity Programs. King believes EDDM campaigns are one of the best ways agents can build their personal brand and maximize their marketing budget.

Continuity's real estate clients are already discovering how easy it is to send out EDDM campaigns, while ensuring they meet corporate brand guidelines. Real estate leaders like Michigan-based Real Estate One Family of Companies, are already onboard, leveraging the EDDM technology as a low-cost brand-building program.

EDDM is a new marketing feature offered to MyLeadDashboard users. The economical campaigns let real estate agents reach more potential clients with delivery of their mailings to every house inside their selected USPS carrier route(s). With EDDM, agents don't have to worry about preparing spreadsheets of data, printing or mailing. All the fulfillment work is included, allowing agents to save time and money.

A real estate specific CRM helps professionals streamline their marketing efforts and keep their teams focused on activities that drive deals. MyLeadDashboard makes [client follow-up and prospecting]() simple. It helps busy agents, teams, and brokerages build their brand, manage contacts, land new listings, boost referrals, and highlight their success. Targeted EDDM mailings along with other Just Listed and Just Sold postcards are easy to create online. MyLeadDashboard includes a library of designs and companies are able to provide their own custom designs for their agents.

Learn more about MyLeadDashboard and request a demo here: [continuityprograms.com]().

About Continuity Programs

Continuity Programs, Inc. serves real estate companies with easy-to-use customer relationship management (CRM) software and automated marketing solutions. Since 1973, Continuity Programs' campaigns have consistently proven to drive referrals and repeat business, generate

exclusive leads, and increase client retention for agents across the US.

Gina Smerecki
Continuity Programs, Inc.
800-521-0026
email us here