

THE NEIGHBORHOOD POSTCARD KIT

Postcard math for agents and investors: the five tips, the cost worksheet, the one-offer checklist, the reply tracker

Agents and investors both mail postcards. The Postal Service publishes the minimum, the permit rule and the per-piece price, so you can do the math before you print one card. This kit is the plan I would use, with the USPS rules and prices quoted from its own pages (checked October 10, 2026). Educational only. Not legal advice. Not affiliated with the U.S. Postal Service. No results or income are promised.

THE 5 TIPS

- Tip 1. Pick ONE neighborhood you can actually serve, and plan to mail it more than once. A route you cannot follow up on is not a plan.
- Tip 2. Map your routes in USPS's Every Door Direct Mail online tool. USPS: "Click Show Table to see details on the neighborhood routes." and "You can select multiple routes for a single mailing."
- Tip 3. Do the math before you print (worksheet on page 2). The USPS minimum and the listed price are quoted below.
- Tip 4. Write one offer and one way to reply. USPS: "Sending actionable mail with a clear offer and call to action will help generate customer responses."
- Tip 5. Mail the same neighborhood again, then count the replies (tracker on page 3) before you judge it.

THE RULES AND THE PRICE, IN USPS'S OWN WORDS

USPS.com, Every Door Direct Mail: "EDDM Retail Features"

"Great for small businesses, restaurants, realtors, and local political campaigns" "Use a USPS.com account" "Send at least 200 and up to 5,000 pieces per day per ZIP Code" "Drop off your EDDM mailing at the Post Office" "No special mailing permit needed" "Pay online or at the Post Office"

USPS.com, same page: "Prices - USPS Marketing Mail Flats up to 3.3 oz"

"EDDM flyers, postcards, and other flats are considered USPS Marketing Mail products." "EDDM Retail USPS Marketing Flats currently \$0.26 per piece" (the page gives no date for the price, so read it again the day you order). USPS Price List, Notice 123, "Effective October 04, 2026": EDDM-Retail, flats up to 3.3 oz., \$0.260.

THE MATH IN ONE LINE (EXAMPLE ONLY, NOT A QUOTE)

200 pieces x \$0.26 = \$52.00 in postage, before printing and design. That is the whole USPS side of the smallest EDDM Retail mailing at the price listed on October 10, 2026. What the printing costs is between you and a printer: get a quote first, then fill in the worksheet on page 2.

THE COST WORKSHEET (EXAMPLE MATH, NOT A QUOTE)

Fill the right column with today's numbers. The example column uses the USPS minimum and the price listed on October 10, 2026. It is arithmetic, not a quote and not a prediction.

Line	Example only, not a quote	My numbers
Pieces (USPS minimum: 200)	200	
USPS price per piece (read it live)	\$0.26	
Postage = pieces x price	\$52.00	
Printing (get a printer quote)	[your quote]	
Design (your time or a designer)	[your cost]	
Total for this mailing	[add the lines]	
Cost per address mailed = total / pieces		
Replies counted (page 3)		
Cost per reply = total / replies		

- Postage is paid online or at the Post Office. Printing is a separate cost: USPS says you can "get help with any part of the mail design, printing, preparation, and drop-off process using USPS affiliate vendors or find a local printer in the USPS Printer Directory."
- The 200 is the USPS minimum, not a target. Mail only as many routes as you can serve and follow up on.

THE ONE-OFFER POSTCARD CHECKLIST

- [] One headline a neighbor understands in two seconds.
- [] One offer: what they get and by when. One, not three.
- [] One way to reply: a phone number or text keyword you use only on this mailer, so every reply can be counted.
- [] Your name, brokerage or company, and any license or disclosure line your broker and state require. Check your broker and state advertising rules first; they are not covered here.
- [] The EDDM Retail indicia. USPS: "Every EDDM mailpiece must include the EDDM Retail Indicia above and to the right of the address block."
- [] The address block reads Postal Customer. USPS: "Mailpieces are simply addressed to "Postal Customer" and your mail will be delivered to every address on your selected routes."
- [] Size checked. USPS: "Use the Mailpiece Size Checker, located at the top right of the EDDM Online Tool, to make sure your flyer or postcard meets the requirements for marketing mail."

THE REPLY TRACKER

One line per mailing. Count a reply only when the person used the number or keyword printed on this mailer. One mailing is one data point: judge a neighborhood after more than one.

#	Drop-off date	Neighborhood / routes	Pieces	Total cost	Replies	Cost / reply
1						
2						
3						
4						
5						
6						
7						
8						

MY NEXT MAILING (FILL IN BEFORE YOU PRINT)

- Neighborhood and routes: _____
- Pieces: _____ Drop-off date: _____
- Offer: _____
- Reply number or keyword: _____
- I will judge it after _____ mailings and _____ replies.

DROP-OFF STEPS, FROM THE USPS EDDM PAGE

- USPS: "Select your drop-off date and payment type."
- USPS: "Bundle your mailing in stacks of 50-100 mailpieces."
- USPS: "Fill out and attach an EDDM facing slip to the top of every bundle."
- USPS: "Include a completed Every Door Direct Mail (EDDM) Retail form PS Form 3587" and "Take the mailing to the Post Office for your selected ZIP Code."
- USPS: "If a customer has contacted you and asked to be removed from your mailing list, include the customer's address in the "Do Not Deliver Address" column on the facing slip."

THE CATCH: EVERY DOOR IS NOT A LIST OF OWNERS

USPS.com, Every Door Direct Mail, "Formatting Addresses & Postage"

"Mailpieces are simply addressed to "Postal Customer" and your mail will be delivered to every address on your selected routes."

- So a route gets the mailer at every address on it. You do not choose owners, and you do not get a list of names.
- Mail addressed to named people follows the addressed-mail rules. USPS Domestic Mail Manual 243 (USPS Marketing Mail): "Each mailing must contain at least 200 pieces or 50 pounds of pieces." and "Each letter and flat piece must bear the addressee's name and delivery address, including the correct ZIP Code or ZIP+4 code, except as allowed when using alternative addressing formats..."
- The same manual separates the two: "There are two different sets of saturation prices for USPS Marketing Mail flats; one for pieces with specific addresses and another for pieces with simplified (EDDM) addresses."
- Named-owner mail starts with a list of names and addresses. Every Door does not supply one.

BEFORE YOU PRINT

- Prices and rules change. Read the live USPS page the day you order.
- Advertising rules for agents and brokerages (names, license lines, disclosures) are set by your state and your broker. Check them first.
- Do not copy a postcard response-rate number from anywhere. Count your own replies with the tracker.

WHERE THIS COMES FROM (ALL CHECKED OCTOBER 10, 2026)

- USPS: Every Door Direct Mail (features, price, addressing, drop-off steps)
- USPS Postal Explorer: Notice 123, Price List (effective October 04, 2026)
- USPS Postal Explorer: Domestic Mail Manual 243, USPS Marketing Mail

Educational only. Not legal advice. Not affiliated with the U.S. Postal Service. Quotes leave out the trademark symbols on USPS's page. Prices and rules change; read the live page before you rely on a number. The example math is arithmetic, not a quote. No income or results are promised.

Want names to contact?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)