



UNADDRESSED ADMAIL EXPRESS ORDER ENTRY

January 2017

In order to maintain security, the Unaddressed Admail site is only accessible through Mainstreet.

Go to www.remax.net

If you already have an account on Mainstreet, please enter your username and password. If it is your first visit to Mainstreet, you will need to set up an account first, with a username and password, before you can access the site. Simply click on to: [This is my first visit to Mainstreet](#) and follow the instructions. Once you are in the site:

CLICK: [My Region](#)

Scroll down to [Associate Resources](#) (right hand column)

CLICK [Marketing](#)

CLICK [Canada Post Unaddressed Admail Express Order Entry](#)

Once you have clicked on the above link, a button will appear on your screen: [Unaddressed Admail/Create My Order](#). If you wish to bookmark the site (i.e. add it to your Favourites), it is important to do so at this point, as you will be unable to bookmark once you are inside the Canada Post site.

The next step will take you into the Canada Post website where you are automatically taken to the applicable screens that recognize you as an authorized RE/MAX Sales Associate. You will then be able to create your order; **all transactions will be processed and charged to your credit card.**

2017 CANADA POST RATE

RE/MAX of Western Canada is pleased to announce the new 75,000,000 piece Unaddressed Admail rate, exclusive to RE/MAX Sales Associates:
\$ 9.6¢ CENTS EACH

Please contact your Canada Post Sales representative for further information regarding any size or make up definition. Discount based on BASIC RATE: RESIDENTIAL, MAXIMUM SIZE OF 12" X 6", 0-50 GRAMS. For further information on "basic" and "premium" categories, business, oversize measurements, Geopost targeting services and all Canada Post Unaddressed Admail information, please contact:

Bruce Cooper, Canada Post Commercial Sales

B) 250-763-3558 ext 2003 C) 250-215-2231 bruce.cooper@canadapost.ca

¹**Basic:** Applies to "Upon Receipt" mailings of Standard size items, printed matter and items targeting Houses, Apartments or Farms.

²**Contract Discount:** Only applies if an *Order (Statement of Mailing)* has been prepared using EST (electronic shipping tools) ³**Contract Price:** Pricing is an estimate and may vary due to rounding.

⁴**Seasonality Discount:** Applies to mailings deposited in January, February, June, July, August and December and if the *Order (Statement of Mailing)* has been prepared using EST (excluding SOM only).

⁵**Premium:** Applies to "Specified Delivery Start Date" mailings, Samples, Oversize items and mailings targeting Businesses. ⁶**Transportation Fees:** Applies when Canada Post is required to transport items to the applicable local delivery facility. All prices are subject to any applicable rebates, discounts, fees, charges, surcharges and taxes.



ADDRESSED ADMAIL

In 2017, "How do you plan to get your share of the market?"

Use ADDRESSED ADMAIL!

What Can Addressed Admail do for my Branding?

Addressed Admail service can help you find new customers, keep existing ones, and encourage them to spend more. Here are just a few of the things that Addressed Admail can do for you:

Retain Customers and Build Loyalty

Let existing customers know that you care about them by interacting at a personal level. It helps to build customer loyalty and increases the chances of them using your real estate services again in the future.

Boost Awareness (personal branding) and generate leads!

Addressed Admail is the perfect channel if you want to make people aware of your services. This can improve sales by generating new leads; it can encourage listings, generate traffic to your website, raise funds for your cause, and more. Direct Mail is a proven channel with a long history of success that can work for you.

The Preferred Channel for Promotional Messages

36% of Canadians say that direct mail is their preferred way to receive promotional messages¹. This is over two and a half times higher than email (14%), and three times more popular than TV and newspapers.

Better Open Rates

By including the address on your mail piece you instantly boost the chance that your message is going to be noticed and read by the recipient. In fact the more information you include the better your chances are – 87% of Canadians will open mail personally addressed to them.

Immediacy and Permanence

68% of Canadians read their mail right away and the physical nature of mail means that your message can stay at the address as a reminder, whether on a desk, side table or a fridge.

Ready to Get Started?

To qualify as *Addressed Admail*, your mailing must meet the following requirements:

- ✓ Include a minimum of 1,000 pieces to Canadian addresses, in identical sized envelopes– if you want to mail less than 1,000 pieces you can, but you will need to pay the base price for the number of pieces you send less than 1,000 pieces. Alternatively, you can use our Lettermail service.

Contain a uniform message – your entire mailing must share the same specific purpose, although you can personalize the message to individual customers and prospects, which can help boost response.. .Meet address accuracy requirements – if you mail over 5,000 pieces you need to validate the accuracy of your list with address accuracy software.

**For further information and rates please contact Bruce Cooper,
Canada Post Corporation, 250-763-3558 ext 2003**

bruce.cooper@canadapost.ca