

## Landscaping and Lawn Care Companies Trust RSVP



**80 calls**  
100,000 homes  
RSVP San Antonio



**55 calls**  
40,000 homes  
RSVP Tucson



**44 calls**  
100,000 homes  
RSVP Charlotte

In a recent survey,

**35% of RSVP homeowners plan to purchase landscaping or lawn care services**

in the next 12 months

SOURCE: On Target Research, survey of RSVP households

“I had my first mailing with RSVP postcards in the January 2010 Tucson deck. As part of my investment, the rep included call source tracking system on my postcard.

According to the recordings, I had gotten 5 leads—2 very large leads (a double lot—so two jobs in one call and a large clean up that also had opportunity for long-term landscape maintenance). My business also had received 3 other hot leads that I was unaware came from the RSVP mailing.

As the mailing progressed, I am still receiving leads.

I am very pleased and am continuing to invest with RSVP. All this response from just one zone in Tucson (40,000 homes), so with an increase to Full City, I expect my results will keep climbing!”

Jim Bredice, Owner  
Branching Out  
Tree Service