



a community of home service experts

Order your Neighborly® magnets.

Magnets have proven to bring a higher response rate than traditional direct mail – tests have shown as high as 6 times! Customers love receiving gifts and magnets will “stick” around on refrigerators, water heaters, washing machines, and file cabinets for years.

Why use magnets with other Neighborly brands?

- Share expenses and lower your average cost per lead for direct mail
- Raise your brand awareness and customer retention
- Give service professionals and technicians a powerful referral leave-behind
- Provide customers a one-stop shop for home service needs



Large Magnet



Brand Magnet



Neighborly Magnet

What franchisees say about co-branded magnets:

“With the Media Test, magnets were a huge success for us and were a great resource to give to our customers. They showed all of the services we could provide. By working with other brands in the Neighborly family, we can meet customers’ needs before they decide to reach out to other trade companies for home service needs.”

– Keith Pinkerton, MRE of Huntsville, Birmingham and Chattanooga

“We have a Neighborly leave-behind magnet with all participating concepts with numbers making it easy for technicians to help customers make appointments for other brands just by calling their offices. Owners are giving cash spiffs for appointments booked.”

– Andy Johnson, MRR and MRA of Memphis

Order your magnets on Ad Depot (search keyword “magnet”) and contact your Local Marketing Specialist for more information on multi-brand magnets for three brands and up.

Still need more information?

Ask your Local Marketing Specialist about the Huntsville media test.