

4 Reasons why Black's Directory broker email list saves you time and makes you money!

1. [Improves your Open Rate by 29%!](#)

- Because you can personalize the subject line in each email with a “Hi Bill”, or “Dear Jane McCabe”, you will improve your open rate.
- And because you can personalize the body copy and salutation, you will improve your ‘Call to Action’. For example, “John, we look forward to seeing you at our Open House next week on Tuesday. FYI...all your CBRE associates are also welcomed.”

2. Phone ‘follow-up’ to high value brokers with confidence!

- You know who received your email, so log into Black's Directory and in 2-clicks you'll have the phone number. The follow-up call will insure ‘awareness’ of your availability or invitation.

3. Comprehensive and Transparent

- Black's Directory (www.BlacksDirectory.com) has all the New Jersey CRE brokerage firms and their agents.

4. Priced to save you money

- Whether you maintain your broker list in-house, or rent it from a vendor... you can't beat the Premium Membership mailing charge of \$49 per mailing plus set-up and proofing fee. If you need design work for a flyer, there is an hourly charge of \$75 per hour.