

# Choosing Your Trade Area

Using your Prospect Model, we can identify untapped areas in your market. You can choose to use the computer-generated geographic characteristics, or restrict the selection to a certain geographic specification.

## Geographic search methods include:

- \* Radius from a specified address
- \* Radius from a specified zip code
- \* 5-Digit Zip Code
- \* 3-Digit Zip Code SCF
- \* County, state, or nationwide

## Trade Area Analysis:

By computer analyzing your database we are able to identify your ideal trade area from a universe of over 200 million households in the database. All this is done while omitting names found on your customer list, thus creating a new list of consumers who are more likely to do business with you.



After a computer model Trade Area Analysis is completed, the results are applied to improve the list selection process by providing the most highly targeted and qualified names.



Call Now: 1-800-359-3435  
[www.NurseryMarketingServices.com](http://www.NurseryMarketingServices.com)

# Pricing: (The Best Part)



## Computer Modeling:

# FREE

when we use the names in a Garden Card mailing  
(A \$2,500 Value!)

## Cost Per Record:

Usually 20-25¢ per record



Now as low as

# 10¢ per Name!

(5,000 name minimum)



- 10¢ per name: Over 16,000 name order ~ Adds only 2¢\* per name!
- 12¢ per name: 10,000-16,000 names ~ Adds only 4¢ per name!
- 14¢ per name: 5,000-9,999 names ~ Adds only 6¢ per name!

\*Standard low pricing for our plastic pop-out mailers already includes 8¢ for our Garden Lovers List™, so these prices add only 2¢ per name for more than 16,000 names, 4¢ per name for 10,000-16,000 names, or 6¢ per name for 5,000-9,999 names.



## List Creation Turnaround time:

# 3 - 5

## Business Days

Try Customer Cloning from Moore Consulting. . .  
Now you can increase your ROI with this powerful new list creation service at a breakthrough low price!

# When to use Customer Cloning -vs- the Garden Lovers List™



## We Target Your Best Prospects

If you are new to Moore Consulting and have not used our proprietary Garden Lovers List™, we recommend that you use that list before using our Customer Cloning program.

The Garden Lovers List™, available only through Moore Consulting, is now the most researched and effective list in the nursery industry. It has a proven track record, yet it costs slightly less than Customer Cloning.

Only if you have already used the Garden Lovers List™ for two or more years, and have a good customer list of at least 500 names, do we suggest you occasionally use our Customer Cloning service to identify a different set of potential key new customers.