

Expert Content Strategy Guide

*General Postcards – Home Maintenance and
Home DIY Tips*

July 2026



Ready-to-deploy postcards that keep you in front of customers and prospects.

- **A turnkey content library.** Launch with a curated set of seasonal home maintenance and home DIY tips postcards designed to drive ongoing engagement.
- **Flexible by default.** Every asset ships in all ordering methods (Direct Mail, Non-Direct Mail, EDDM) and both single and cobranded formats — so any team member, in any market, can use them.
- **Make it your own.** Easily duplicate any asset to create variations across ordering methods and branding types, or rework the template entirely to build a postcard for something different — back-to-school prep, hurricane season, year-end financial tasks.
- **What's in this guide.** Each page covers a postcard topic and its supported ordering and branding options.

**All communications should be reviewed prior to publishing the assets to end users.*

Seasonal Home Maintenance

Quarterly home maintenance checklist
for each season



Home maintenance recommendations for each season

Four ready-to-send postcards — one per season — that give homeowners (and renters) a quick checklist to keep their space in shape:

- **Spring (1319)** – roof inspection, gutter cleaning, AC tune-up, exterior caulking, pruning, and fence/walkway checks.
- **Summer (1320)** – deck and patio prep, foundation grading, fence and vent inspection, pool chemistry, and pest-screen repair.
- **Fall (1321)** – gutters and downspouts, heating system service, hose draining, fireplace damper check, and weatherstripping.
- **Winter (1322)** – pipe protection, smoke and CO detector tests, reversing ceiling fans, ice-dam roof checks, and dryer-vent cleaning.

Use as-is, duplicate to create regional variations, or rework the template entirely to build a checklist for something different — back-to-school prep, hurricane season, year-end financial tasks.

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Seasonal Home Maintenance

Spring Home Maintenance (1319) and Summer Home Maintenance (1320)



Is Your Home Ready for **SPRINGTIME?**

Warmer weather will be here soon, so make sure your home's ready by checking off these tasks.

- ☐ Inspect your roof for winter damage like missing shingles or leaks.
- ☐ Check gutters and downspouts for leaks, and remove dead leaves.
- ☐ Inspect your air conditioning system, including the outdoor condenser.
- ☐ Inspect the exterior caulking and weather stripping around windows and doors.
- ☐ Prune any tree limbs that are hanging over your home's roof.
- ☐ Check all fences, walkways, storage sheds and decks for damage.



Spring into action—protect your home.

Since springtime's just around the corner, we would like to share these tips so you can make sure your home's ready to welcome the season. If you're thinking of selling soon, contact us for fast, friendly assistance.

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Make Sure Your Home Can **Take the Heat**

Make sure you're ready for warmer weather...it's easy! Here's a list of maintenance tasks you can carry out in your spare time.

- ☐ Inspect and repair your deck and/or patio furniture.
- ☐ Check the grading next to the foundation to ensure water drains away.
- ☐ Check decks and fences for damage, and replace or repair if necessary.
- ☐ Inspect your attic for proper ventilation, as this can help you save energy.
- ☐ Inspect your attic and basement for signs of pests.
- ☐ Check window screens for damage, and repair or replace these as needed.
- ☐ Test the water in your pool or hot tub for pH, chlorine and alkalinity.



Ready for summertime fun?

Since warmer weather's just around the corner, we'd like to share these tips so you can make sure your home's ready. If you're thinking of selling soon, contact us for fast, friendly assistance.

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Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Share spring and summer seasonal home maintenance recommendations with homeowners.

Seasonal Home Maintenance

Fall Home Maintenance (1321) and Winter Home Maintenance (1322)



Make sure your home's Ready for Fall

Here's a convenient list of maintenance tips and tasks that will have your home ready for cooler weather in just one weekend.

- ☐ Check gutters and downspouts for falling leaves and debris.
- ☐ Have your heating system or furnace serviced if needed.
- ☐ Drain and store garden hoses, as freezing water inside may crack them.
- ☐ If you have a fireplace, check the damper and decide if it needs cleaning.
- ☐ Check your doors' and windows' weatherstripping. Replace if necessary.
- ☐ Rake falling leaves away from your home's foundation.



Make sure your home's ready for fall. Sweater weather's not quite here, which means it's time to make sure your home and garden are ready for fall. Also, if you know anyone who's planning to make a move soon, feel free to share our contact details.

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Winter home maintenance Checklist

Here are some tips and strategies for keeping your home warm and safe during cold weather.

- ☐ Inspect your home's plumbing and water systems to ensure they won't freeze.
- ☐ Test smoke and carbon monoxide detectors. Replace batteries if needed.
- ☐ Reverse ceiling fans so the blades move clockwise, pushing warm air down.
- ☐ If ice dams form on your roof, check your attic's insulation and ventilation.
- ☐ Inspect doors and windows for drafts and seal any gaps.
- ☐ Clean your dryer vent to prevent fire hazards and increase efficiency.



Chill out in comfort with these tips. Winter will be here soon, so here's a list of tasks to help you prepare your home for cooler weather. If you're thinking of moving soon, contact us for fast, friendly assistance.

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Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Share fall and winter seasonal home maintenance recommendations with homeowners.

Home DIY Tips



Quick, shareable home-improvement projects for homeowners

Four ready-to-send postcards that give homeowners (and renters) easy DIY project ideas they can tackle in a weekend:

- **Door Facelift (1323)** – simple updates to refresh a front door and boost curb appeal.
- **Paint a Room (1324)** – step-by-step tips for prepping and painting an interior room.
- **Spare Room (1325)** – ideas to convert an unused spare room into functional space.
- **Update Hardware (1326)** – easy ways to refresh kitchen and cabinet hardware for a modern look.

Use as-is, duplicate to create variations for other DIY tips and tricks, or rework the template entirely to build a postcard for something different – installing ceiling fans, open house prep, refreshing outdoor spaces.

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Door Facelift (1323) and Paint a Room (1324)



Direct Mail, Non-Direct Mail, and EDDM

Single and Cobranded

Share DIY home tips to homeowners directly to their home with these postcards. Suggest tips to give front doors a facelift and for painting rooms.

DIY Tips Postcards

Spare Room (1325) and Update Hardware (1326)



Relaxing Hideaway

Turn that spare room into a relaxing hideaway





3. Layer the Lighting. Position your seating near a window to take advantage of natural light if possible. You can also use dimmable fixtures, fairy lights, or a reading lamp during the evening.

4. Optimize Storage. Bookshelves can be standalone or added to a wall. They can store your favorite books, incense burners, yoga mats, art and photos.

5. Add Relaxing Textures and Elements. Add a rug with a calming pattern and add a throw blanket. Underfoot, while essential oil diffusers produce calming scents like lavender and chamomile. A water fountain can substitute for music if you prefer.

1. Set the Mood with Calming Colors. Muted shades of green or blue, similar to those found in nature, are soothing. Choose a color that either calms or elevates your mood. Adding your favorite plants may also improve air quality.

2. Add Ergonomic Furniture. Choose a comfortable chair you can sit in for hours. It should be adjustable, choose a rug that is either with back support. Be sure you can put your feet up! Add a side table for a hot drink or book (NOT your cell phone!).

Life's stressful. Take care of yourself.

Convert any unused room in your home into a personal hideaway...this postcard tells you how! And if you're planning a move soon, or if you know somebody who is, contact us for assistance.

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Kitchen glow-up

Five steps to cook up your kitchen glow-up





3. Prepare the Cabinets. Your existing cabinets may not need any repair, so you can concentrate on cleaning any grime that's visible after you remove the old handles. Damage can be repaired with wood putty or a touch-up pen.

4. Install New Hardware. Start out by hand-tightening each handle or pull. Using a power drill may over-tighten the screw or crack the cabinet material. After they're all in place, use a small level to make sure that they're perfectly aligned as you tighten each one with a screwdriver.

5. Admin Your Hardware. Want more suggestions for beautifying your home? Contact me for more easy weekend projects.

1. Count and Measure. Determine how many new handles you'll need. Next, remove the old handles and measure the existing holes, so you know what size to buy. Measuring them in both millimeters and inches helps ensure you're super-accurate.

2. Select the New Hardware. This is the fun part. You can go for a metallic finish, or a mixed-metal look. If your kitchen has other cabinets, make sure the new hardware matches. If you're not sure, ask for a sample. Don't decide, buy single samples of your favorites so you can test-drive them at home.

Transform your kitchen with new hardware.

If your kitchen looks like it needs a facelift, there are some fast, easy ways to do this without a big spend. One strategy: replace the cabinet and door hardware. Just follow the tips on the other side of this card.

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