

PRINT SERVICES WITH THRESHOLD

You may have heard that print media is dead, but that simply isn't true, especially for the real estate industry. Print materials are an indispensable part of your marketing strategy, bringing lease centers to life, directing foot traffic to your property, inspiring trust in your prospects, and leaving a lasting impression on visitors. With our network of trusted vendors and meticulous quality assurance, we can get you exactly what you need when you need it, from business cards and brochures to wall wraps and billboards (and everything in between).



WHAT WE OFFER



Competitive Pricing

We'll do the shopping around for you and secure the best price from our trusted vendors.



Premium Upgrades

From die-cutting to embossing to spot UV, we can recommend and execute premium printing processes that make your print materials stand out.



Quality Assurance

We'll painstakingly review your printed materials before delivery to ensure the highest quality.



Community Signage & Billboards

We can deliver a variety of signage options for your community exteriors and your neighborhood, ranging from the very simple to the very luxurious.



Lease Space Materials

We've delivered thousands of brochures, flyers, posters, business cards, wall wraps, and more. Whatever your lease space needs, we can help.

KEY BENEFITS

- Enhance curbside appeal
- Empower on-site staff with quality marketing materials
- Create marketing that resonates across all age groups
- Make a lasting impression on potential residents
- Stay top-of-mind with marketing materials prospects can return to even after they've left your property

WHAT DIFFERENTIATES US

- **We can get you the best deal from the highest quality vendors.**

For years, we've built strong relationships with multiple vendors nationwide who we know we can trust, so we have the ability to get the best pricing and a wider range of materials.

- **We manage your project from start to finish.**

No need to worry about shopping around, getting a quote, and staying on top of every deadline and ship date. We'll take care of all that for you and make sure everything is done on-schedule and on-budget. That means you're free to focus on other priorities while we do the heavy lifting.

- **We offer expert advice to help you navigate the intricacies of print marketing.**

We know all about the print processes available, the timelines for delivery, and the going rates in the industry today. We'll use that expertise to guide you toward the best option for your goals, your brand, and your budget.

We can be your guide

**EVERY STEP
OF THE WAY**



56%



OF CONSUMERS

find print marketing to be
the most trustworthy type
of marketing

Seal the Deal

Print marketing reaches your prospect at a key phase of their buyer journey, typically when they are most ready to convert. A high-quality brochure, professional signage, even a simple, sleek business card goes a long way at this stage to inspire trust and cause a prospect to fall in love with your brand.

Make a Lasting Impression

Studies show that print materials inspire longer term and more emotionally resonant memories of a brand than digital materials. That memorable impact is amplified when you send a prospect home with a souvenir like a stunning brochure or sleek business card.

Inspire Trust and Loyalty

For many, a message delivered in print bears more credibility, authenticity, and gravity than the same message delivered digitally. This effect is particularly strong among older audiences, but even younger audiences are persuaded by the power of a tangible message that they can both see and feel.

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We have been working with Threshold for years on many creative campaigns, including our new starts and while we have always been pleased with their ability to match our needs with the creative, an underacknowledged piece of their process is the signage and printing. Due to the number of new developments we have each year, we understand what it takes to navigate the process of getting printing and lease spaces right. From business cards to wall murals, Threshold delivers not just in quality but in their process to help take one more thing off our shoulders to work on the lease up.

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Vice President | Lease-Up Marketing at the largest third party
property management company in the nation

READY TO MAKE YOUR BRAND SHINE?

Reach out to your CSM or contact us to get started!