Grow That Local

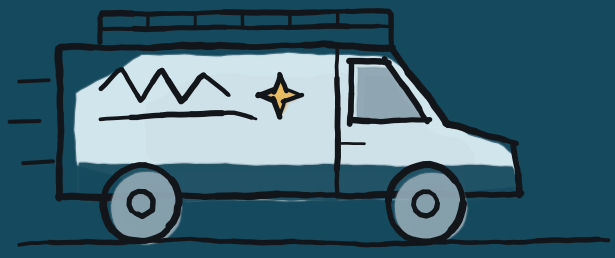
a free guide

25 neighborhood postcards for plumbers

Twenty-five ready card ideas for plumbers: the street after a sewer job, freezes and rain, new owners, past customers, trust and offers.

For plumbing business owners planning a mailing.

- 9 short sections in 4 parts
- 28 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this pack works 3

Part 1 **Before you mail** 3

1 Every Door Direct Mail, in plain words 3
2 What makes a card get read 4

Part 2 **Cards for the street** 6

3 You just finished a job nearby (cards 1 to 4) 6
4 Season reminders (cards 5 to 8) 8
5 After a freeze or a big rain (cards 9 to 11) 10

Part 3 **Cards for people you pick** 12

6 New homeowners (cards 12 to 14) 12
7 Win back past customers (cards 15 to 18) 13

Part 4 **Cards that make the call easy** 17

8 Trust and reviews (cards 19 to 21) 17
9 Offers (cards 22 to 25) 19

Your first 24 hours, in one list 22

Where to go next 23

If you'd rather hand it off 24

Sources 25

GTL estimates 25

Before you start

Most homes on a street don't have a plumbing problem the week your card arrives. So a plumber's postcard has two jobs: reach the few that do, and be the card on the fridge when a pipe bursts at night. The best cards also answer the worry people have about any plumber: who is coming into my house?

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [day], [month], [date], [year], [hours] and [license number]. Print only what's true for you. If a card says background-checked plumbers, after-hours calls or no trip charge, print it only if you do it.

Two rules we kept while writing it:

- Every number and rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

Some cards ask people to text a photo. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.

- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.
- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. That fits job-nearby, season, weather, trust and offer cards. New homeowner cards and past-customer cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Repeat mailings to the same streets build calls over time.

Example (sample numbers). A made-up plumber replaces a root-cracked sewer line in a 1960s neighborhood. The job sits on a route with 640 homes, and the route next door has 590. Postage for both at $0.26 a card comes to $320, plus printing. They mail the same routes again before the first freeze.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the address of your last sewer, repipe or slab leak job and open the route table.
- [ ] Write down the residential count for that route and the one next to it.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. So build the card around those three things.

- **The headline is about them.** Their street, their pipes, their water heater. "We just replaced a sewer line on [street]" beats "[business]: Your Plumbing Experts."
- **One offer.** A camera check, or a water heater age check, or no trip charge. Not all three.
- **The phone number, big.** As big as your business name, on both sides. This is the card they'll dig out in an emergency.
- **A real photo.** A camera still of roots in a pipe, a clean water heater install, a plumber's face. Not a stock photo of a cartoon wrench.

- **A reason to call now.** The first freeze, spring rain, the holidays coming.
- **Who's coming.** Your name, "Plumbing," your license number where your state requires it, and your hours. If you answer at night, say the hours you really answer.

Leave off the list of every service, slogans, social icons and small print.

Example. A made-up plumber's old card said "[business]: Residential, Commercial, Drains, Sewers, Water Heaters, Gas Lines, Remodels" over a stock photo of a faucet. The new card says "Roots in the main line on [street]" over a camera still of roots in a pipe, "We'll show you what's in yours," and the number as big as the headline.

Do it in 24 hours

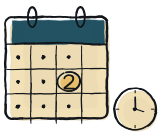
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] Save three camera stills or install photos from this month's jobs, with no client details showing.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 You just finished a job nearby (cards 1 to 4)

When to use it. In the week after a sewer, repipe or water heater job, to the routes around it. Mail every door.

The idea. Homes on the same street were often built in the same years, with the same pipes, under the same old trees. When one house has a root-cracked sewer or failing pipes, the neighbors often have the same problem coming. Never name the house or the neighbor's problem. Name the street and the kind of job.

Example cards (made up).

Card 1. Headline:
"We just replaced a sewer line on [street]."

Body:
"Homes built around the same time often have the same pipes under the same old trees. We'll run a camera down yours and show you what we see."

Call:
"Book a camera check: [phone]."

Photo:
A camera screen showing roots growing through a pipe joint.

Card 2. Headline:
"Slow drains in more than one sink?"

Body:
"That, or a gurgle when the washer drains, can be the first sign of roots in the main line. We just cleared one on [street]. Catch yours before it backs up."

Call:
"Call or text [phone]."

Photo:
A plumber feeding a camera line into a cleanout in a front yard.

Card 3. Headline:
"We just repiped a [decade] home in [neighborhood]."

Body:
"Homes from those years often have the same [pipe type], and it wears out around the same time. Seen pinhole leaks or rusty water? Let us take a look."

Call:
"Free look: [phone]."

Photo:
An old corroded pipe section held next to the new pipe.

Card 4. Headline:
"New water heater on [street] today. Is yours next?"

Body:
"Tank water heaters often last 6 to 12 years (InterNACHI). Text us a photo of the label and we'll tell you how old yours is."

Call:
"Text the photo to [phone]."

Photo:
A clean new water heater install with tidy pipes.

Tank water heaters last about 6 to 12 years (InterNACHI life expectancy chart, nachi.org). That range is what makes card 4 believable.

Do it in 24 hours

- [ ] Pick your last three sewer, repipe or water heater jobs.
- [ ] Find their routes in the EDDM tool.
- [ ] Choose a card that names the street and the job, and none of the homeowner's details.

4 Season reminders (cards 5 to 8)

When to use it. Six weeks before the first freeze, late winter before spring rain, early March for leaks, and a few weeks before the big holidays. Mail every door on routes with older homes.

The idea. Plumbing problems follow the calendar: freezes, heavy rain, and full houses at the holidays. A season card plants your name before the problem shows up. The average household's leaks waste more than 9,300 gallons of water a year (EPA WaterSense, Fix a Leak Week, epa.gov), and sump pumps last about 7 years (InterNACHI, nachi.org). Those two facts give cards 6 and 7 a real reason.

Example cards (made up).

Card 5. Headline:
"Do you know where your water shut-off is?"

Body:
"If a pipe bursts, every minute counts. Book a fall visit and we'll find it, tag it and check your outside faucets before the first freeze."

Call:
"Call or text [phone]."

Photo:
A bright tag hanging from a main shut-off valve.

Card 6. Headline:
"Test your sump pump before spring rain."

Body:
"Sump pumps last about 7 years (InterNACHI). If yours is older, or you don't know, we'll test it and tell you straight."

Call:
"Book a test: [phone]."

Photo:
A clean sump pump in its pit.

Card 7. Headline:
"Your home's leaks may waste 9,300 gallons a year."

Body:
"That's the average household, says the EPA. A running toilet or a dripping faucet adds up. We'll find yours in one visit."

Call:
"Call [phone]."

Photo:
A dripping faucet, close up.

Card 8. Headline:
"Guests coming? Fix the slow drain first."

Body:
"Big holiday meals are hard on kitchen drains and guest bathrooms. Book a drain check before [date] and enjoy the day."

Call:
"[phone]"

Photo:
A clean kitchen sink with a full holiday table blurred behind it.

Do it in 24 hours

- [ ] Look up your area's usual first freeze date and count back six weeks.
- [ ] Put "mail freeze card" and "mail spring rain card" in your calendar.
- [ ] In the EDDM tool, pick two routes with older homes near your best past jobs.

5 After a freeze or a big rain (cards 9 to 11)

When to use it. In the week after a hard freeze or a heavy rain, to the routes where you fixed the most damage. In mild climates, before the rare freeze.

The idea. After a freeze, some cracked pipes don't leak until they thaw. After a big rain, basements and sump pumps show what failed. Homeowners on the street are worried and checking. The card tells them what to look for and that you're close by.

Example cards (made up).

Card 9. Headline:
"Freeze damage on [neighborhood] last week?"

Body:
"Some cracked pipes don't leak until they thaw. A wet ceiling, low pressure or a hissing sound are worth a call. Free shut-off tag with every visit."

Call:
"Call or text [phone]."

Photo:
A split copper pipe, close up.

Card 10. Headline:
"Water in the basement after [day]'s rain?"

Body:
"We'll check the sump pump, the backflow valve and the floor drains, and tell you what failed and what it costs to fix."

Call:
"[phone]. Answering [hours]."

Photo:
A plumber kneeling at a sump pit with a flashlight.

Card 11. Headline:
"Freezes are rare in [town]. That's why pipes aren't ready."

Body:
"Many homes here have pipes in the attic or outside walls. We'll wrap the exposed ones before the next freeze warning."

Call:
"Book it: [phone]."

Photo:
Insulated pipe in an attic, neat and labeled.

Card 11 is for warm places where a freeze catches people out. Mail it in late fall.

Do it in 24 hours (after the freeze or rain)

- [ ] List the streets where you fixed the most burst pipes or flooded basements.
- [ ] Pick those routes in the EDDM tool and mail the same week.
- [ ] Print the hours you really answer, not more.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first few months after a home sells. These go to named addresses, not every door.

The idea. A new owner doesn't know how old the water heater is, where the shut-off is, or what's under the yard. A standard home inspection doesn't have to cover underground items (InterNACHI Standards of Practice, nachi.org), so the sewer line often goes unchecked. GTL estimate: the first three months are the best time to reach them. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

Example cards (made up).

Card 12. Headline:
"Just moved in? Find out what's under the yard."

Body:
"Home inspections don't have to check the sewer line. A camera check shows roots, cracks or sags before they turn into a backup."

Call:
"Book a camera check: [phone]."

Photo:
A camera screen showing a clean pipe.

Card 13. Headline:
"New home? Text us a photo of your water heater label."

Body:
"We'll tell you the year it was made and about how much life it has left. Free, and no visit needed."

Call:
"Text [phone]."

Photo:
A water heater label with the date code circled.

Card 14. Headline:
"Welcome to [town]. Keep a plumber on the fridge."

Body:
"When a pipe bursts, you don't want to be searching. We answer [hours]."

Call:
"[phone]. [business], licensed, [license number]."

Photo:
None. Print this one as a peel-off magnet with the number in big type.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales in older neighborhoods.
- [ ] Or ask a local printer which new-mover list they use and what it costs.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past customers (cards 15 to 18)

When to use it. Once or twice a year, to your own customer list, using the date of the work. These go to named addresses.

The idea. Your best calendar is equipment age. You know when you put in the water heater or cleared the main line. A card with that date on it is the most useful mail they'll get all year.

Example cards (made up).

Card 15. Headline:
"We installed your water heater in [year]."

Body:
"That makes it [number] years old. Tank heaters often last 6 to 12 years (InterNACHI). Want us to flush it and check it before it lets go?"

Call:
"Call [your name] at [phone]."

Photo:
Their own install, from your job file.

Card 16. Headline:
"We cleared your main line in [year]. Roots grow back."

Body:
"Want a camera check this spring, to see if it needs clearing again before it backs up?"

Call:
"Book it: [phone]."

Photo:
A camera screen showing a pipe with new roots starting.

Card 17. Headline:
"Still thinking about the repipe?"

Body:
"We looked at your home in [month]. The plan and the price are on file, and we can update them in a day."

Call:
"Call or text [phone]."

Photo:
A before photo from their visit: the corroded pipe.

Card 18. Headline:
"One visit a year, and you're first in line when something breaks."

Body:
"Plan members get a yearly check of the water heater, shut-offs and drains, plus first booking on busy days."

Call:
"Ask about the plan: [phone]."

Photo:
A plumber with a checklist next to a water heater.

Do it in 24 hours

- [ ] Export every customer with an address, the job and the date.
- [ ] Pull water heaters 8 or more years old and main lines cleared more than a year ago.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Trust and reviews (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see answers "who's coming into my house?"

The idea. People let a plumber into the house when they're stressed, often alone, and sometimes at night. Real reviews and plain facts about who shows up do more than any slogan. Two rules. Use only real reviews, word for word, with the customer's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the customer's first name and street area. Pick one that mentions showing up on time, shoe covers or explaining the price.

Call:
"[phone]"

Photo:
The plumber named in the review, with their OK.

Card 20. Headline:
"Who's coming into your home?"

Body:
"Every [business] plumber is licensed and background-checked, wears shoe covers, and texts you a photo and name before they arrive."

Call:
"Call or text [phone]. License [license number]."

Photo:
A plumber's friendly headshot with their first name.

Card 21. Headline:
"Thanks for letting us into your home."

Body:
"A Google review helps your neighbors find a plumber they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
The plumber who did the job, in front of the van.

Card 21 goes to your own customer a few days after the job. Mail it to every customer, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that mention trust: on time, clean, honest price.
- [ ] Ask each customer if you can print it with their first name.
- [ ] Write down only what's true for card 20, and cut the rest.

9 Offers (cards 22 to 25)

When to use it. When you want booked work inside a set window: a slow week, a route day with open slots, or water heater season.

The idea. One offer, a real end date, and nothing hidden. If you mention financing on a water heater or repipe, "payment options" is safe to print. A monthly payment amount or the number of payments means you must print the full terms too, under federal credit ad rules (CFPB, Regulation Z 1026.24, consumerfinance.gov).

Example cards (made up).

Card 22. Headline:
"Water heater flush and check, booked by [date]: $49."

Body:
"We drain the sediment, test the valve and tell you how many years it has left."

Call:
"Call or text [phone]."

Photo:
A hose draining a water heater into a bucket of cloudy water.

Card 23. Headline:
"A free camera look with any drain clearing in [month]."

Body:
"See what's in your line on our screen before you decide anything else."

Call:
"[phone]"

Photo:
A homeowner and a plumber looking at the camera screen together.

Card 24. Headline:
"A new water heater, with payment options."

Body:
"Ask us how monthly payments would work, and we'll show you the full terms in writing before you decide."

Call:
"[phone]"

Photo:
A new water heater, installed and labeled.

Card 25. Headline:
"We're on [street] every [day]. No trip charge that day."

Body:
"Book any repair for a [day] by [date] and we'll skip the trip charge, since we're already close."

Call:
"Call or text [phone]."

Photo:
Your van parked on a street like theirs.

Do it in 24 hours

- [ ] Choose one offer you can afford on every job it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Read the card for payment terms before it goes to print.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Find the routes around your last sewer or repipe job in the EDDM tool (section 1).
- [ ] Write one card with the phone number as big as your name (section 2).
- [ ] Mail card 1 or 4 to the routes around that job (section 3).
- [ ] Put "mail freeze card" six weeks before your first freeze (section 4).
- [ ] Pull water heaters 8 or more years old for card 15 (section 7).



Where to go next

This pack comes from The Plumber Marketing Playbook, our free guide to the whole job of getting more plumbing calls: your website, your Google profile, reviews, posts, follow-up, postcards and the emergencies.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)
2. InterNACHI Standard Estimated Life Expectancy Chart: conventional water heater 6 to 12 years; sump pump 7 years. nachi.org (sections 3, 4, 7)
3. US EPA WaterSense, Fix a Leak Week: the average household's leaks can waste more than 9,300 gallons a year. epa.gov (section 4)

Rules cited (not statistics):

- InterNACHI Home Inspection Standards of Practice: the inspector is not required to inspect underground items. nachi.org (section 6)
- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (section 8)
- CFPB, Regulation Z 1026.24: a payment amount, number of payments, down payment or finance charge in a credit ad triggers more disclosures. consumerfinance.gov (section 9)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings build calls over time (section 1). Reasoning: most homes don't have a plumbing problem the week the card arrives, so the card that's still on the fridge later is the one that pays.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a card with nothing for them in the headline goes straight in the bin.
3. Mail within a week of a sewer or repipe job (section 3). Reasoning: the neighbors saw the trench or the van that week, so the card lands while they're still wondering about their own pipes.
4. The freeze card goes out about six weeks ahead (section 4). Reasoning: early enough to book fall visits before the first cold night, late enough that the cold is on their mind.
5. Weather cards go out the same week (section 5). Reasoning: hidden freeze damage and wet basements show up in the days after, while owners are still checking.
6. The first three months are the best time to reach a new homeowner (section 6). Reasoning: in those months they're still finding their trades, and the first plumber they call often becomes their plumber.
7. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local