

# THE ACE UP YOUR SLEEVE FOR INCREASED YIELDS



***"You have to be a gambler to invest in the Build to Rent market" - PRS forum, London 2017***

Gambling and insurance aren't two words you would usually place together, but when trying to enter the tight clique of the PRS/BTR market you need to be big, bold and creative.

The 'Ace up your sleeve' direct mail campaign launching Premier Guarantees' new PRS Structural Warranty service shows the outstanding results you can achieve when you take a calculated gamble on creative marketing.

Generating an ROI of just under 60,000% the campaign shows that big things can be achieved on small budgets.

ROI  
50,911%

200  
LEADS  
GENERATED

141%  
OF TARGET  
ACHIEVED