CUSTOM HOUSE PUBLISHERS INC.

Industry: Publishing/Mailing

Challenge:
Reduce undeliverable mail and save on postage and printing.

Solution:
MAILERS+4® postal automation software

Benefits:
- Save money on postage & printing
- Reduce undeliverable mail pieces
- Eliminate costly duplicates
- Increase response rates
- Qualify mailings for postal discounts

Publishing Company Grows With Help From Software Provider

Based in Worthington, Ohio, Custom House Publishers was founded in 1998 by publisher and president, Leo Zupan. Custom House offers a unique direct-mail marketing program for the country's top real estate agents. They provide high quality, affordable, lead-generating publications and products.

Melissa Data's customer service representative and list specialist, Maureen Bishop, has worked with Zupan since the inception of his company.

"I am humbled when I realize Custom House has grown from a home-based business (specifically, the kitchen table) to one of the country's largest coast-to-coast custom publisher/mailers. This has come about in large part due to the extraordinary partnership we forged with Melissa Data (specifically, Ms. Maureen Bishop) some 10 years ago. Maureen taught me the intricacies and quirks of the mailing business when I didn't know a carrier route from a CASS™ certificate. I am ever grateful to her for never losing her patience (or temper) with my endless stream of phone calls that always began with 'just one more question,' especially when the dollar amount of the lists we bought in that first year didn't amount to a lunch tab at Sonic."

> "We have remained loyal to Melissa Data, and they have rewarded us with continual, exceptional service and responsiveness."
> *- Leo Zupan, publisher and president, Custom House Publishers, Inc*

Zupan runs his files through Melissa Data's MAILERS+4® postal automation software for CASS processing and barcoding. Zupan knows that he can count on Melissa Data to stay current with postal regulations, so he can continue to concentrate on his customers.

"We have remained loyal to Maureen and Melissa Data, and they have rewarded us with continual, exceptional service and responsiveness. We recently made a special request for a VIP client and [Melissa Data's president] Ray Melissa took care of it personally – that's the kind of culture that permeates this fine company."