

A Case Study  
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**Walsworth**

# UNIQUE HOMES

THE ULTIMATE RESOURCE FOR LUXURY REAL ESTATE

**\$100 Million  
Masterpiece**  
Villa Elia Bel Air

FALL 2024

\$9.99US/CAN



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**Unique Homes  
Media, Inc.**

# Enabling Efficiency: How Walsworth Helped Unique Homes Media, Inc. Transform Its Print Operations

## Background

In luxury real estate, elegance and distinction are everything. For *Unique Homes Media, Inc.*, premium customized publications have long served as a vital marketing tool, helping their clients stand out in a crowded luxury space. However, managing production efficiently became increasingly difficult as order volumes and client expectations grew. By partnering with Walsworth, *Unique Homes Media, Inc.* transformed their print workflow, enhancing speed, accuracy and scalability through a more streamlined and reliable process.

## Needs

*Unique Homes Media, Inc.* needed a print provider capable of:

- Producing high-quality publications with a balance of custom branding and consistent interior content
- Streamlining the ordering process, giving them the flexibility to manage their personalized short-run print orders
- Meeting tight deadlines while maintaining accuracy
- Scaling and customizing a cost-effective solution to serve a growing base of luxury real estate clients

## Solution

*Unique Homes Media, Inc.* and Walsworth have successfully implemented a new custom publishing and shipping workflow. This partnership allows *Unique Homes Media, Inc.* to develop programs further and execute personalized magazines, covers, postcards, flyers, and inserts to lift their historical, static print cycles. *Unique Homes Media, Inc.* utilizes Walsworth's updated processes and tools to recognize savings across short-run digital and long-run static workflows.

"We chose Walsworth due to their history and commitment to quality, customer service and advanced printing technology," said Stuart Santos, President of *Unique Homes Media, Inc.* "Walsworth brings deep expertise in producing high-quality publications, postcards, inserts and marketing materials with precise color accuracy and durable finishes."

Through Walsworth, *Unique Homes Media, Inc.* can:

- Securely upload covers with their branding, contact information and imagery
- Import mailing lists for direct-to-client distribution
- Order additional copies for hand distribution at open houses and events
- Manage their print needs independently, eliminating bottlenecks and reducing administrative burden

## Results

The streamlined workflow significantly improved *Unique Homes Media, Inc.*'s ability to meet client expectations while expanding their service offerings. Key outcomes included:

- **Simplified Ordering:** Custom covers and mailing lists streamlined the process, reducing manual tasks.
- **Faster Turnarounds:** Realtors and their clients received branded publications quickly, ensuring they reached the right audience at the right time.
- **Improved Efficiency:** Short-run digital covers paired with offset interiors ensured accuracy and cost savings.

"Their competitive pricing, flexible printing solutions and ability to handle short and long print runs make them a reliable partner," Santos added. "Compared to competitors, Walsworth offers a unique combination of traditional market knowledge and modern innovation, ensuring efficiency without compromising quality."

Today, Walsworth's flexible capabilities empower *Unique Homes Media, Inc.*'s ongoing transformation to provide luxury publications and marketing materials that meet client expectations and audience demands while maximizing production efficiency.

