

# CAPTURE MARKETING

DIRECT MAIL REINVENTED

## HOW IT WORKS

Corefact's Capture Marketing Center is an online service that showcases a brokerage's brand and products to provide the broker a competitive advantage over the competition. The service makes the agents more effective in their direct marketing and lead generation while enabling the broker to control the company's brand and professional image.

## COREFACT DIFFERENCE

### A TRUSTED AND PROVEN COMPANY

Corefact is a proven vendor working with the top brokerages. Receive outstanding pricing for your marketing materials and get top quality printing that will have an impact in your market. We provide online and phone support. Whether you need help placing an online order, creating a campaign or want a custom design, we are here to help.

### COMPREHENSIVE MARKETING LIBRARY

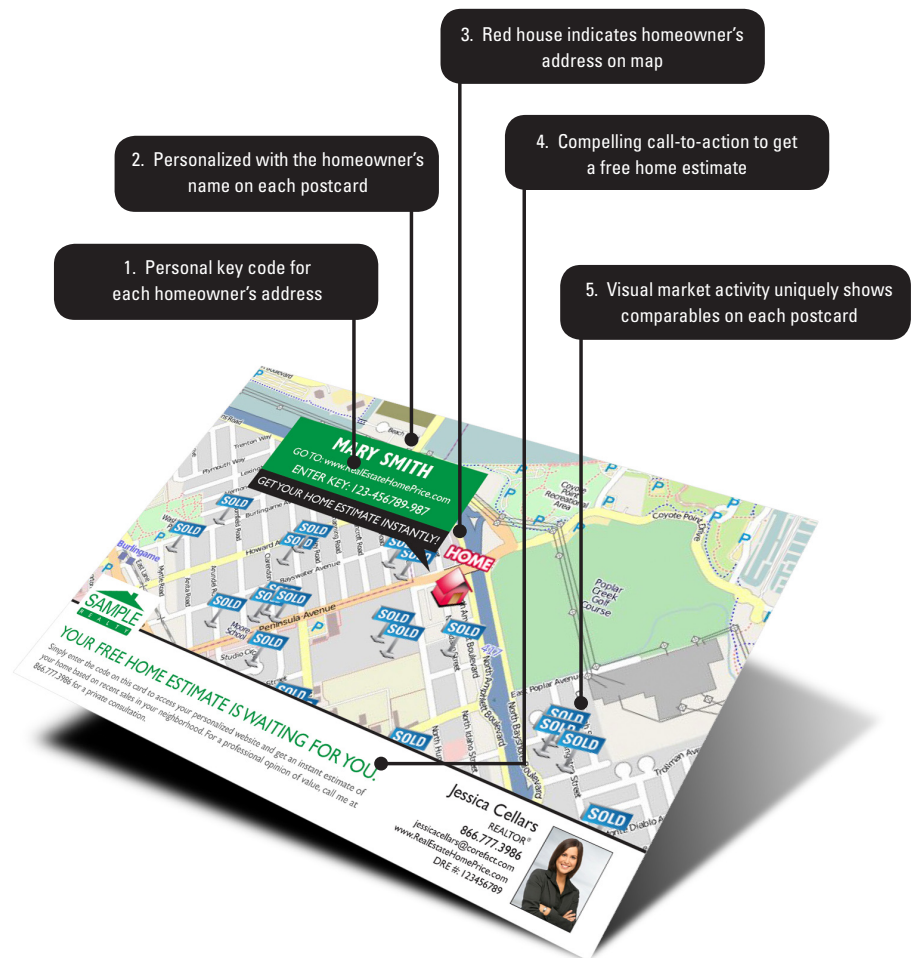
The Capture Marketing Center provides enterprise design and print services branded specifically for the broker. Through this Center the broker can offer his or her agents hundreds of postcard and flyer options as well as branded newsletters and business cards with automated outsourced print and mail fulfillment. This provides the broker an enhanced recruiting value, more productive agents, and a competitive advantage over the real estate company down the street.

### ACCELERATED MARKETING

Capturing new leads with Capture Marketing has never been easier. With average capture rates between 2-4% on your first mailings and as high as 15% cumulative over a 12 month period, you will have actionable leads to follow up with. Track campaigns and leads to understand the return on investment you are generating from your mailing campaigns.

## CAPTURE MARKETING POSTCARD UNIQUE POSTCARD FEATURES

1. Tracking Technology – personal key code for each homeowner's address
2. Postcard is personalized with homeowner's name
3. Red house indicates homeowner's address on map
4. Call-to-action to visit the agent's website
5. Presents a map visual with market activity



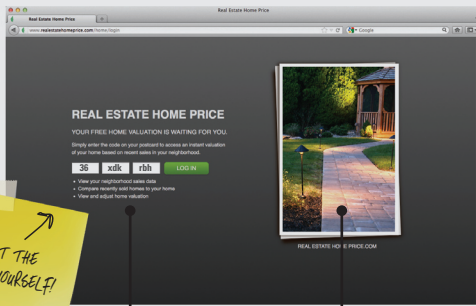
# CAPTURE MARKETING

DIRECT MAIL REINVENTED

## CAPTURE TECHNOLOGY

### LANDING PAGE – [www.RealEstateHomePrice.com](http://www.RealEstateHomePrice.com)

Corefact provides a capture landing page for agents. Landing pages provide a focused website address that removes all the clutter of a full website and focuses the prospect on entering a key code to get a free home estimate. A customized landing page can be made available to brand each agent.

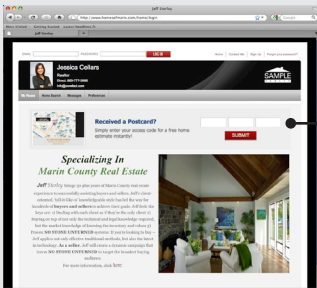


Landing page has a main focus to capture the home owner's key code

Features a slideshow

### CAPTURE BANNER (WIDGET)

The widget banner allows the homeowner to key in their personal key code. The call-to-action on the postcard directs the homeowner to visit the agent's website. The home estimate banner can be placed on an agent's existing website to provide the home value estimate feature.



Capture banner is placed on agent's website to capture homeowner's key code

Received a Postcard? Simply enter your access code for a free home estimate instantly!

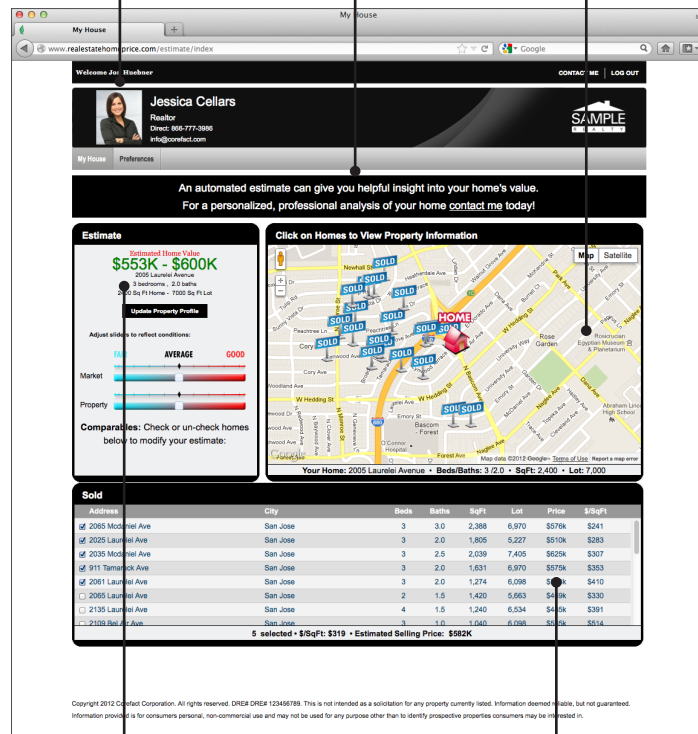
## PERSONALIZED HOME ESTIMATE

Each homeowner receives a personalized home estimate based on recent market activity in their neighborhood. They can review their estimate, see what homes have recently sold and contact the agent for a professional CMA.

Agent banner contains agent photo and contact information with brokerage logo

Interactive map shows homeowner's neighborhood market activity. Click on icons to preview each property and sale price

Banner call-to-action to capture email address for a CMA



Home value estimate preview shows estimated price range. Also shows property information Sliders that give homeowners the opportunity to adjust property and market conditions

A list showing sales comparables in the neighborhood (address, beds, baths, sq. ft., lot sq. ft., sold price, and price per sq. ft.) Check and uncheck comparables to adjust home value estimate range