

CAPTURE MARKETING

DIRECT MAIL REINVENTED

HOW IT WORKS

Corefact's Capture Marketing Center can help you be more effective in your lead generation and relationship building, while enabling you to leverage your company's brand and professional image.

Corefact's signature product is a direct mail marketing system with lead capture that provides a connection between your direct mail postcards and your online presence. The primary call-to-action on the direct mail postcard is an instant home value estimate. A personal key code is assigned to each property's address. Homeowner activity on the website is then tracked and ranked for review and follow-up.

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

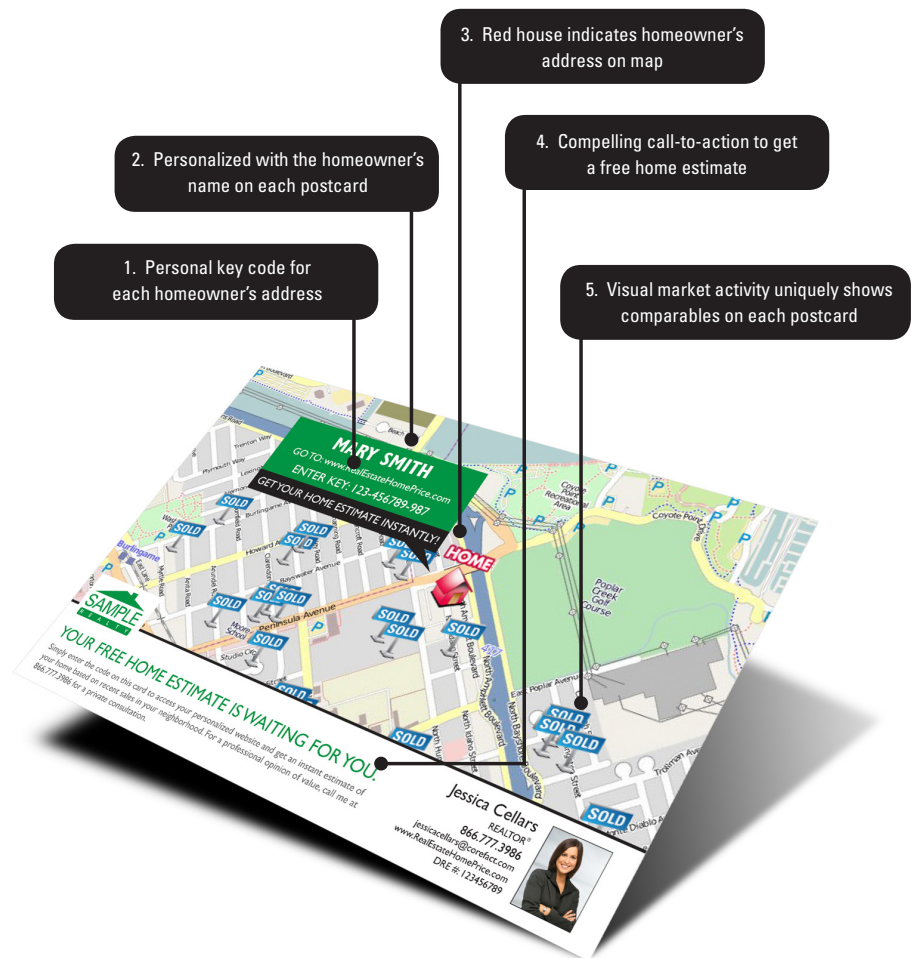
Choose from hundreds of design templates featuring unique Lead Capture Technology. The system automatically brands your logo, personal photo, and contact information. Save time and money by having one vendor that can help you get and market listings.

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



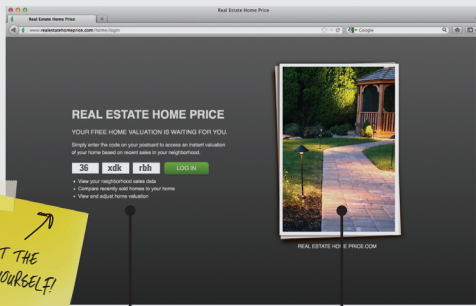
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CAPTURE TECHNOLOGY

LANDING PAGE – 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.

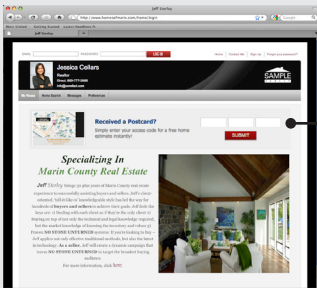


Landing page has a main focus to capture the home owner's key code

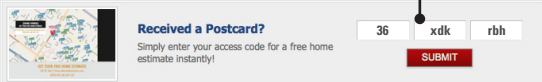
Features a slideshow

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



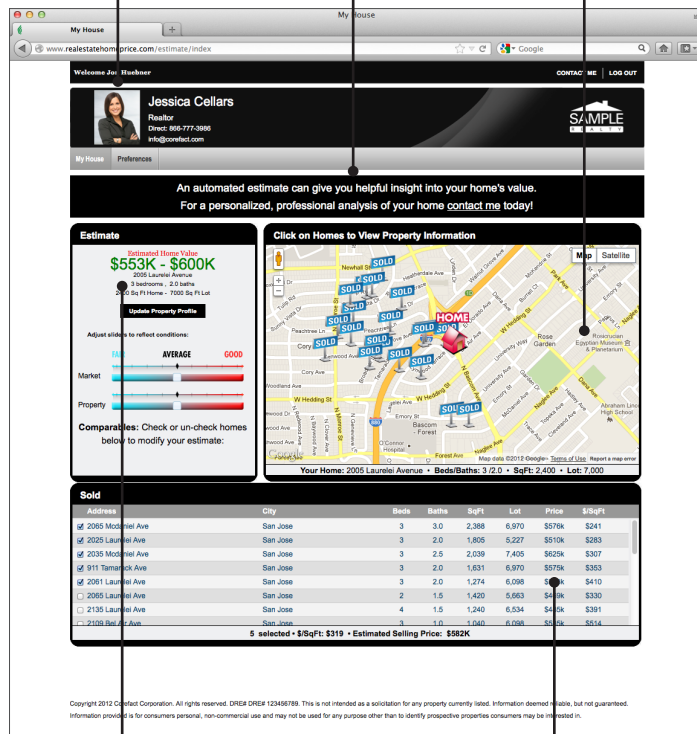
PERSONALIZED HOME ESTIMATE

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