

REALTY.SEND

The Inquirer Solutions Group now offers **RealtySend**, the leading digital and data provider for the real estate industry. We open up the door to the industry's most progressive collection of homebuyer data: helping you find your dream home.

Through pristine engineering, we developed the **RealtySend** algorithm to serve your ads to prospective buyers searching for properties within the past seven days. Our extensive database consists of potential buyers; allowing you to target the top candidates through **RealtySend**'s homebuyer matching solutions and capture untapped prospects and leads.

HERE IS HOW REALTYSSEND CAN DRIVE SALES FOR YOU

1. Target an active home buying audience on premium real estate sites.
2. IP data match that sends an email directly into that **SAME** active audience's email inbox.
3. Lead incentive program: Ability to capture hot leads in **LIVE** time through the ads served on the premium real estate websites and filtered into your **CRM** in **LIVE** time + warm lead list including active intenders that opened and clicked on the email campaign.
4. Conduct a cross sales match back that allows us to identify all of sales that were a direct result from the RealtySend program!



INCREASING INBOX PENETRATION

1

All emails are run through a program called "Email on Acid" to check if they render correctly on over 70 email clients (ex. outlook, gmail, etc.) and over 26+ spam traps. This is to ensure that all deployments have the highest deliverability possible.

2

All emails are sent through different servers to ensure that we get as high inbox penetration as possible.

3

We send out all our emails in batches of 5,000, as emails that are sent out in extremely huge quantities at one time usually get caught in spam traps. Therefore, instead of sending a deployment of 25,000 all at once we will send it out in smaller quantities so that the email does not get flagged as spam.

4

We over deploy by at least 6-8% to compensate for any emails that may have gone into the spam box. This ensures that the client's targeted amount will get as close to 100% inbox penetration as possible.

DELIVERABLES AT THE END OF YOUR CAMPAIGN

1

Warm lead list filtered to the realtor at the end of the campaign on Friday (Warm leads are only from the email component).

2

Reporting document of the impressions, opens, clicks, open rate, click through rate, consolidate list of hot leads provided at the end of the campaign on Friday.

3

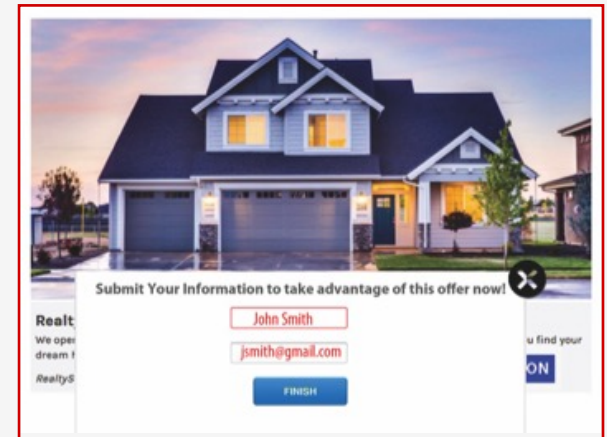
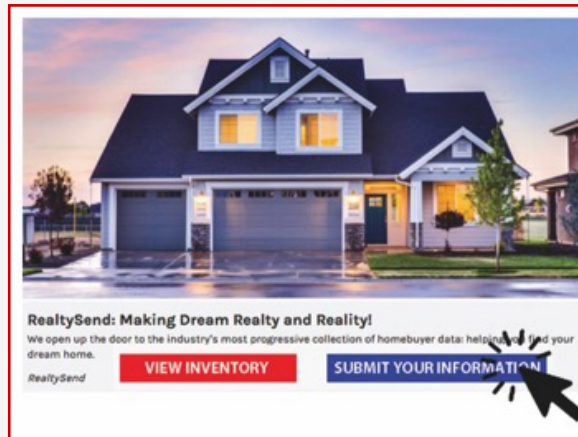
Cross sales match back at least 30 days after the campaign has run if the real estate company provides the list of emails and/or postal addresses of people who bought a house. Cross sales match back is conducted with the data that was used to deploy the campaign. Full postal (additional fee)

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7-DAY EVOLUTION

DAY 1: We will send a very compelling email with a strong subject line to each individual looking to purchase a new home. Simultaneously, using their IP address we will follow them for 7-days and serve your ad to this active audience across premium sites relevant to potential buyers or renters such as trulia.com, zillow.com, apartments.com and social media sites. Again, for 7-days!

It's not just an ad online: It's an ad they can engage with. That's the difference. Our ads will allow the person viewing to click on our "more information" button and simply fill out their name, email address and hit submit. That email goes to both you and the dealer. This potential customer is a HOT lead that you can convert to a sale.



DAY 3: We re-email the individuals that opened the original email.

DAYS 1-7: The ads on all the realty and social media sites continue and hot leads are filtered to the realty company and you!