



## Product Basics

### *Contract Term*

Like our other marketing services, this will be a minimum 6-month commitment

### *Pricing*

There are two tiers of management fees, depending on what budget you select.

#### \$300 Management Fee plus

- \$200 Marketing Budget (*\$500 total*)
- \$300 marketing budget (*\$600 total*)
- \$400 marketing budget (*\$700 total*)

#### \$500 Management Fee plus

- \$500 (*\$1000 total*)
- \$600 (*\$1100 total*)
- \$700 (*\$1200 total*)

### *Billing*

With this service, billing will be moved to the **first of the month**. This is a lead generation service, and part of the monthly charge is directly allocated to their Facebook budget.

To get your marketing started ASAP, we will prorate the first month of service based on the day of the month your ads will go live. We will also apply a platform credit to your next invoice (which will be moved to the 1st of the month) to make sure you aren't overcharged for any platform fees.

In the event that the payment on the first of the month fails, ad campaigns may have to be paused. Once payment is made, we'll immediately resume the campaigns. We may need to roll over the budget into the next month instead of spending the entire marketing budget in the last few days of the month. This will depend on the market and the day the missed invoice is paid.



## Options for Ads

The ads will all be using the property search pages. You can choose up to **two** types of ads from the following 13 options:

- (1) *\*(Recommended) Homes for Sale in (City)*
- (2) *Condos for Sale in (City)*
- (3) *Townhomes for Sale in (City)*
- (4) *Homes for Sale in (City) Priced UNDER (Price Point)*
- (5) *Off Market Homes for Sale in (City/County/Area)*
- (6) *VA Eligible Homes for Sale in (City/County)*
- (7) *New Construction Homes in (City)*
- (8) *Foreclosed/Distressed/Reduced Price Homes for Sale in (City/County)*
- (9) *Waterfront/Lakefront/Riverfront Homes for Sale in (City/Area)*
- (10) *Pool Homes for Sale in (City)*
- (11) *Homes for First Time Buyers in (City)*
- (12) *Low/Zero Down Payment Homes for Sale in (City/County)*
- (13) *Homes for Sale in 55+ Communities in (City)*



## Benefits

- **Lower Cost Per Lead**
  - Cheaper leads means more leads with the same budget. Unlike traditional ads, cheaper leads with lead ads don't result in a decrease in lead quality
- **Works Really Well on Mobile**
  - Decreased costs on Mobile
    - Cheaper leads = more leads with the same budget
  - Improved mobile conversion rates
    - Around 20% better conversion rates of lead ads on mobile vs traditional link click mobile ads
- **Improved Contact Validity**
  - Because we're collecting contact data directly from lead's Facebook, the percentage of valid phone numbers/emails has increased. With lead ads, about 90% of leads have correct information. With traditional Facebook ads, about 55% of the leads had usable information.
    - *Leads from search engines (i.e. AdWords) have correct information around 70-80% of the time*
- **Ease of Use for Your Leads**
  - Thanks to Lead Ads, the lead doesn't necessarily have to visit the site to be registered as a lead. This makes the process so much easier for the lead, and allows us to get a great cost per lead on mobile devices
  - If the lead does not continue on to site after signing up, they'll still be assigned a saved search and receive property update emails
  - Facebook requires phone number verification, so phone numbers associated with the lead have high chance of being correct (the lead would have to manually enter a fake one, which requires extra effort, and who wants that)
  - Lead can login to our site using their Facebook account

Correct Contact Info → Higher Contact Rate → More Appointments →

More Clients → More Transactions → More Money



## Maximizing Your ROI

- Working the Leads

- Though leads that are generated through Facebook Lead Ads are better in many ways, these are still *internet leads*. Just like with any lead type, you'll still need to be disciplined about following up quickly and having good follow up practices in place.
- On average, these leads will take about 6 months to convert. Here's an example timeline that our customer will follow:
  - **Month 1:** Get in touch with leads and start developing a relationship
  - **Month 2-3:** Begin to set appointments, pipeline starting to develop
  - **Months 3-6:** Strong pipeline developing – multiple appointments being set
  - **Months 6-12:** Appointments beginning to turn into sales. Seeing positive ROI.

- Considerations

- The above timeline is general. How long the lead takes to convert can vary based on the area and the type of ad. For example, leads that came from an ad for VA loans may convert faster than leads that came from an ad for waterfront vacation homes
- **Market Variance**
  - Some markets are just more expensive than others. Markets that have extremely high home prices may not work as well with these ads. They will have a higher cost per lead for higher value properties, and may not get the desired results with their budget
  - *Why?* More expensive areas (average home price \$1 million +) can have extremely high costs per lead. People that are (realistically) searching for homes in this bracket are less likely to be using Facebook to find properties. They're also much more likely to already have an existing relationship with a real estate agent