⊙ COLE NEIGHBORHOODS

CONNECT WITH THE NEIGHBORHOOD

Your next customer could be right next door! At Cole, we help home service professionals like you connect with the whole neighborhood.

You can't always be in the right place at the right time. With Cole-powered leads, you can connect with homeowners at the hyper-local level and be top-of-mind for their home service needs.

EMAIL SOURCING OVERVIEW:

- Information is compiled from third party data such as: eCommerce sites, consumer surveys, warranty cards, public records and other response-based sources.

- Email data is updated quarterly and has a quarterly file rebuild and includes the time and date stamp and source URL.

- There are also three levels of hygiene processing and screening to remove: invalid emails and domains, role accounts, complainers and screamers and hard-bounces.

- Address accuracy is based on the USPS standard known as CASS where results show 99.7% accuracy.

- Addresses also go through an extensive hygiene list resulting in 75%-80% delivery rates which is well above the industry average for prospecting email marketing.

HOW AGENTS ARE USING COLE

Search based on a *just listed* or *just sold*.

Create a hyper-local list.

Reach out and introduce yourself.

Follow up with a social media ad, flyer, or phone call.

FOR MORE INFORMATION on single seat & office packages call 1-800-800-3271 or visit coleneighborhoods.com

*Cole Information recommends marketers to be updated on CAN-SPAM laws and opt-in compliance rules of their ESP.