

CONNECT WITH THE NEIGHBORHOOD

At Cole Realty Resource, we know your time is valuable. That's why we help agents like you connect with the whole neighborhood.

By using *Just Listed* and *Just Sold* leads, agents nationwide are connecting with homeowners and staying top-of-mind. Prospecting doesn't have to be limited to just email addresses and phone numbers, Cole-powered lead lists help you connect with homeowners on a hyper-local level, giving a more personal touch and reaching more people.

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 colerealtyresource.com

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