



CONNECT WITH THE NEIGHBORHOOD

Growing your book of business can be challenging. Cole X-Dates helps agents connect based on expiring homeowner policies, auto, multi-line and renter prospects.

Agents nationwide are using email addresses to connect and stay top-of-mind. Prospecting doesn't have to be limited to just email addresses and phone numbers. Cole-powered lead lists help agents like you connect with prospects who are more likely to need your services, putting you top-of-mind.

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 colexdates.com

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