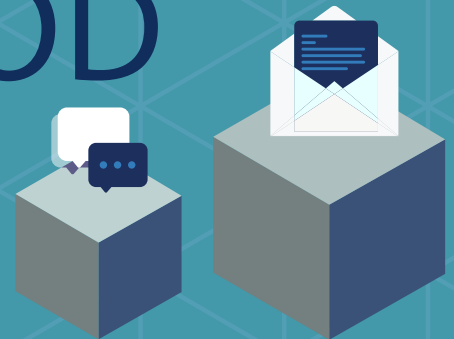


CONNECT WITH THE NEIGHBORHOOD

 **COLE NEIGHBORHOODS**



Your next customer could be right next door, or down the street from your latest job. At Cole, we help home service professionals connect with the neighborhood. Small businesses nationwide are using email addresses provided by Cole to connect with the neighborhood and stay top-of-mind. Prospecting just doesn't have to include addresses and phone numbers. By using Cole home service professionals can connect on a hyper-local level and reach even more prospects.

EMAIL SOURCING OVERVIEW:

- Information is compiled from third party opt-in data such as: eCommerce sites, consumer surveys, warranty cards, public records and other response-based sources.
- Email data is updated monthly 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: SPAM traps, 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



SEND OUT AN EMAIL INTRODUCING YOURSELF



FOLLOW UP WITH A SOCIAL MEDIA AD, FLYER OR PHONE CALL



CONNECT WITH THE NEIGHBORHOOD

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