

# CONNECT WITH THE NEIGHBORHOOD

 COLE REALTY RESOURCE



Your time is valuable, and at Cole, we help agents connect with the neighborhood based on Just Listed or Just Sold. Agents nation-wide 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 agents 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



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**FOR MORE INFORMATION** on single seat & office packages  
call 1-800-800-3271 or visit [www.colerealtyresource.com](http://www.colerealtyresource.com)