

WELCOME TO TOTAL EXPERT

Let's Get Started

As a real estate professional, what are the main challenges you face?



Knowledge. Experience. Commitment.



WORKING WITH A LOAN OFFICER

As a Real Estate Agent, you may be inclined to resist when a Loan Officer suggests that you sign up with Total Expert to co-market with them. Here are some specific features that highlight how co-marketing can improve your business:

- You can keep your Total Expert account, including any saved contacts, even if you change agencies
- Once you enter your information and the connection is made, the loan officer can create marketing materials on your behalf without further work from you.
 - This includes emails that automatically follow up with contacts captured at an event.
 - You then receive all the benefits of the marketing with only minimal required setup work.
- Contacts captured electronically are automatically shared with both co-marketers. You can then work the lead together from both perspectives.
- A variety of marketing types can all be created in the same platform – by either partner.
 - Listing flyers
 - Single-property sites
 - Open house apps
 - Social media
- Total Expert is mobile-friendly. You can bring a device to an open house and run a registration app from a mobile hotspot.
- Once two Total Expert users are connected, either partner can share existing contacts with the other right from their contacts list.

SELL MORE HOMES AND BUILD YOUR BRAND

Total Expert offers complimentary software for agents, loan officers, and other professionals to better align their brands and mutually grow their business through co-marketing and seamless collaboration on leads and with clients. This software platform provides access to powerful co-marketing tools in addition to a robust CRM integrated with most lead sources.



Contact Management

- 2000 Free Contacts
- Built-in Drip Campaigns
- Centralized Lead Management



Open House App

- Automated Lead Capture
- Mobile App For Every Device
- Customizable Lead Follow-up



Single Property Sites

- IDX and Social Sharing Integrations
- Modern, Mobile-friendly Web Themes
- Web-based Lead Generation



Print Marketing

- Brand Building Print Assets
- Co-Marketing Opportunities
- Targeted Mailing Lists

CONTACT MANAGEMENT

Agents can bring all of their leads from across the web into Total Expert's highly customizable CRM, which includes built-in email drip campaigns, web integrations, and automation technology.

SIMPLIFIED FOR YOU



STAY CONNECTED

Real estate agents enjoy up to 2000 contacts free with Total Expert's complimentary CRM.



AUTOMATED NURTURING

With email drip campaigns already built in, agents can deploy follow-up campaigns instantly.



MULTISOURCE OVERSIGHT

Agents can bring leads from any source from across the web into the Total Expert CRM automatically.

THE OPEN HOUSE APP

CAPTURE EVERY LEAD

Total Expert's Open House App solves one of the industry's biggest challenges by assuring lead capture and automated follow-up in the most cost effective way.



LEAD CAPTURE

Agents secure contact information for every buyer, at every open house seamlessly.



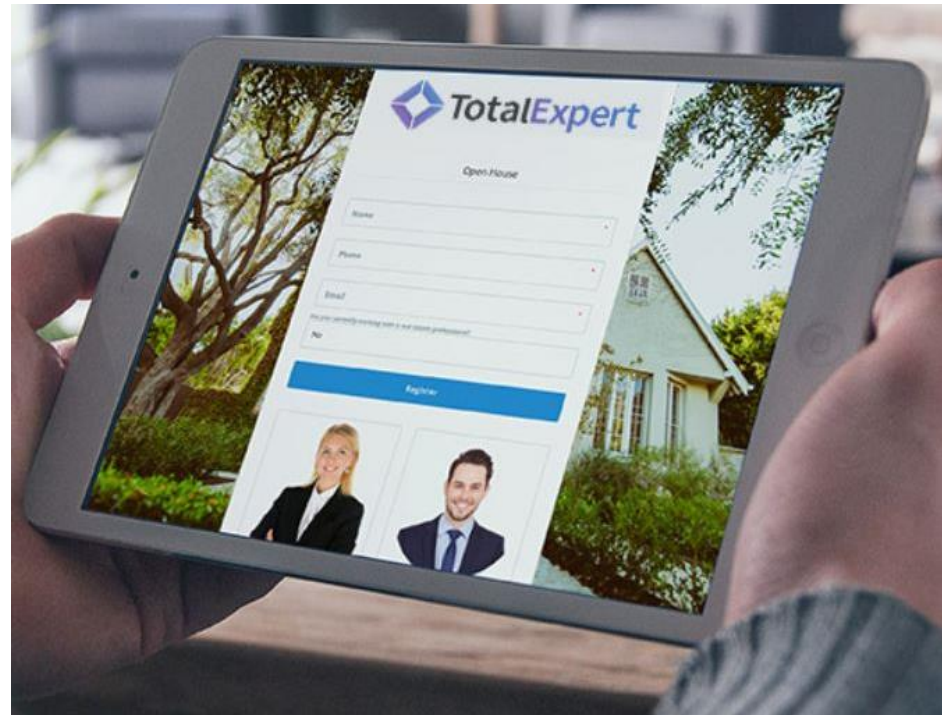
MOBILE-FRIENDLY

The Open House App works on every device, allowing for an easy setup anywhere.



AUTOMATED FOLLOW-UP

Every buyer is added to an email drip campaign automatically for timely follow-up.



BENEFITS TO THE OPEN HOUSE APP

- It is absolutely **FREE** for you to use. Set yourself apart with a better user experience for you and your home buyer.
- Save time by removing any manual part of contact follow up, it is completely automated.
- Leads go directly into your database, no more hassling with paper sign-in sheets!
- Enhance your professional image, your open house will stand out as modern and efficient.
- Stand out from all the other agents that prospects meet at open houses by scheduling an automated and customizable thank you email. Invite them to contact you with questions while they are out looking at other homes.
- Set visitors up on automated drip campaigns after their visit so that you stay top of mind.
- Use it for more than open houses. Use it for events and expos too!

SINGLE PROPERTY SITES

DIFFERENTIATE YOURSELF

With IDX and social sharing integrations, presenting a client's home in a modern, professional way has never been easier. Single property sites help agents stand out from the rest, and sell more homes.



EASY SOCIAL SHARING

Agents can publish content from single property sites to social media directly.



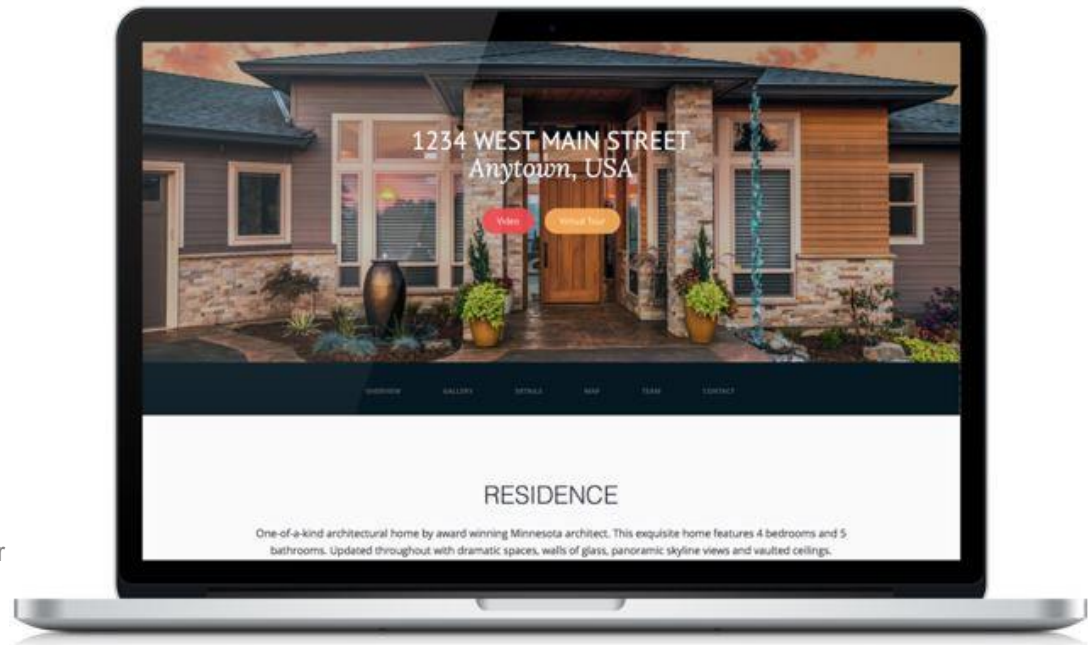
MODERN WEB DESIGN

Every single property site meets today's SEO requirements, including a responsive framework.



PROFESSIONAL LISTINGS

Win more listings with modern single property sites that deliver ideal customer experiences.



BENEFITS OF SINGLE PROPERTY SITES

- Deploy beautiful single property websites for each of your listings, **IN MINUTES!**
- Prospective clients will be able to view home details, take virtual tours and see all the property's details in a beautifully designed website.
- Enhance your professional image and impress potential buyers.
- Modernize and validate your online presence.
- Grow your prospect pipeline.

PRINT MARKETING GAME-CHANGING BRAND

Print marketing helps agents elevate their brands with modern design, and simplified printing and delivery.



FAST IMPLEMENTATION

Agents can deploy branded print assets quickly, including postcards, flyers, and brochures.



MLS INTEGRATION

MLS data can be pulled directly into every print marketing asset to populate photos, and more.



TARGETED DISTRIBUTION

Every Door Direct Mail (EDDM) makes targeting customers easy and cost effective.

Lead Capture Pages ■

Print Marketing ■

Contact Management ■

Single Property Websites ■

Your Information Here!

PRINT MARKETING

Infographics

Impress your clients;
be a local expert with
information about the
neighborhood.



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TotalExpert



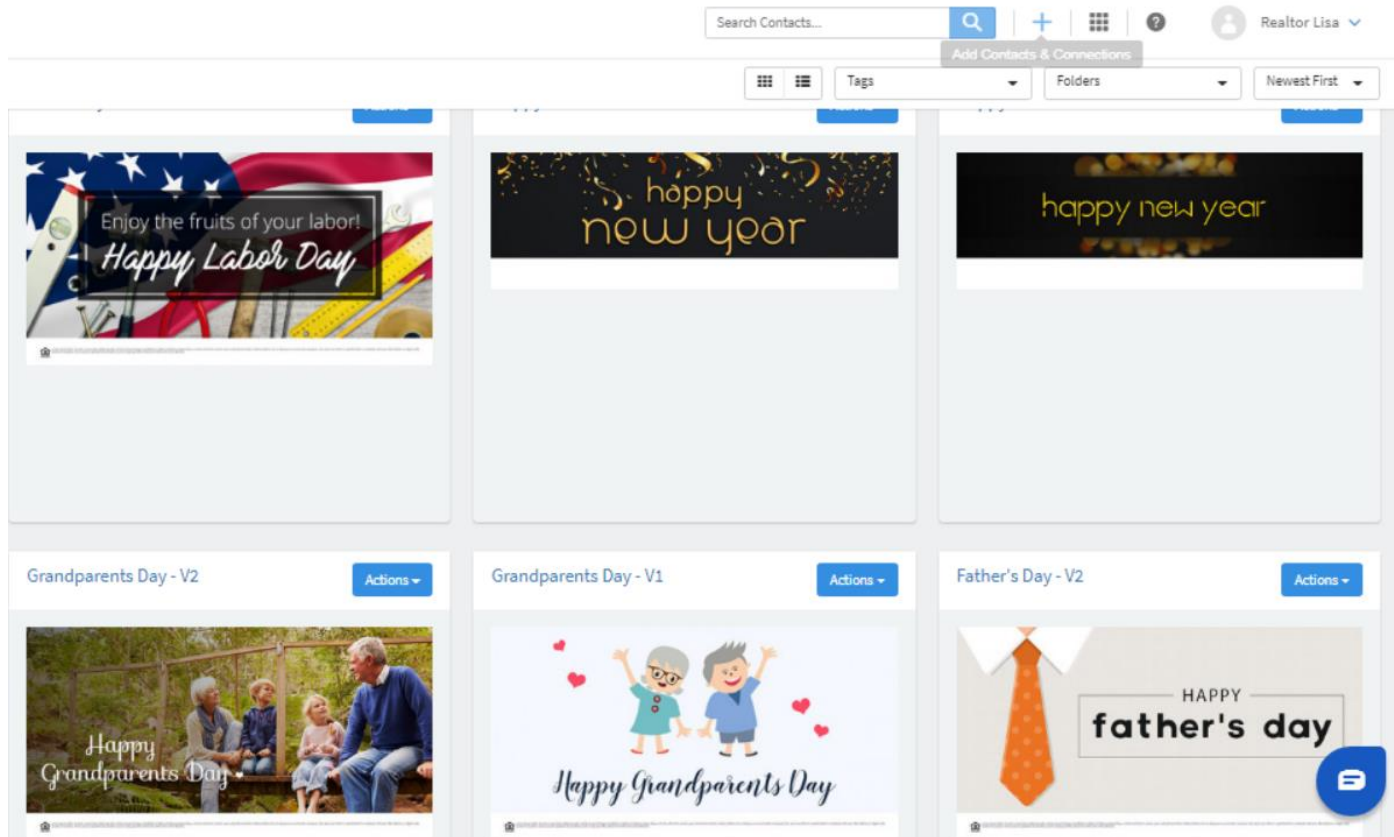
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SOCIAL MEDIA GRAPHICS

Easily Share Holiday Greetings with Your Clients



FREQUENTLY ASKED QUESTIONS

What is Total Expert?

Total Expert Inc. is a technology company that provides the first fully integrated, enterprise software as a service (SaaS) application to the real estate and mortgage industries.

How can Total Expert help me?

The Total Expert platform features built-in tools that help real estate and mortgage professionals elevate their brands and sell more homes.

Through various media, agents can deploy cost-effective strategies to generate more leads, improve conversion rates, and establish their local brands.

What kind of tools are offered?

Total Expert provides tools for CRM, marketing and co-marketing, and contact and lead management.

These include our built-in Open House App, single property sites, publish-ready print marketing, and a collaborative CRM with email drip campaigns.

How can I co-market with these tools?

The platform has built-in tools that make co-marketing simple and seamless. The print marketing feature, for example, allows loan officers and agents to select postcard and flyer templates, and co-brand them with images and logos.

Total Expert's patent pending Markup Tool, which calculates the exact space each professional is utilizing. A report is then generated showing the details, including pro rata cost allocations.

What is 'co-marketing'?

Total Expert defines "co-marketing" as two or more, like-minded professionals or businesses working together to market to the same customer.

Co-marketing is a way for professionals to work together to build trust and rapport within their communities, while furthering their businesses through brand building efforts and strategic marketing campaigns.

How much does Total Expert cost?

Loan officers and real estate agents can enjoy a co-marketing account for free. This account, which includes the Open House App and collaborative CRM with publish-ready email drip campaigns, gives co-marketers the tools needed to grow their businesses and establishing themselves as leaders in their markets. If you have more than 2000 contacts, or need more features, premium accounts start at \$70 per month. More account packages are available too.

LETS GET STARTED!

Video: How to Connect

Watch this 90 second video describing how to connect with a co-marketing partner in Total Expert.

<https://totalexpert.wistia.com/medias/nqm0h6uuza>

Video: Product Overview

To see a preview of Total Expert features that can benefit real estate agents, watch the following 6 minute video.

<https://totalexpert.wistia.com/medias/ppmwjxn6m6>



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