



PROUDLY INTRODUCES





The Digital Closing Package is a revolving marketing circle

Uniquely designed to create more repeat business and referrals for title agents, real estate agents and lenders; all while providing a memorable and unique product/service to the consumer and/or seller.



DIGITAL CLOSING PACKAGE™
THE KEY TO POST-CLOSE MARKETING

INTRODUCTION

How does the Digital Closing Package Benefit Realtors and Lenders?





REAL ESTATE AGENTS

**WITH THE DIGITAL CLOSING PACKAGE
WE SOLVE THIS PROBLEM FOR YOU!**

REPEAT BUSINESS

- 90% of homeowners would re-use their real estate agent.
- But only 10% remember who they are when they need them!

REFERRALS

- The number 1 source of business for Realtors is referrals from past clients.
- 74% of clients will give their Realtors a referral if they stay in touch.





LENDERS

THE DIGITAL CLOSING PACKAGE WILL RESOLVE THIS ISSUE

- **90% of lenders do not stay in touch with their clients.**
- **One year after closing, 99% of homeowners cannot remember their loan officer's name.**



HOW?

Consumers First Title Company's

utilization of the innovative Digital Closing Package (DCP) will keep you in front of your clients for many years to come. This will help you increase repeat business, generate referrals from past clients, and know when your clients may be back in the market!



How do we achieve this?



This is accomplished when we include your contact information & picture on:

- ✓ The Digital Closing Package Site where your clients view their closing packages.
- ✓ 7 – 9 content based emails sent to your clients each year, for as long as they own their home.



SOLUTION 1

You will be marketed on the DCP site every time your clients log in.



USB Key & Website

Consumer and/or Seller is provided a USB Key at closing:

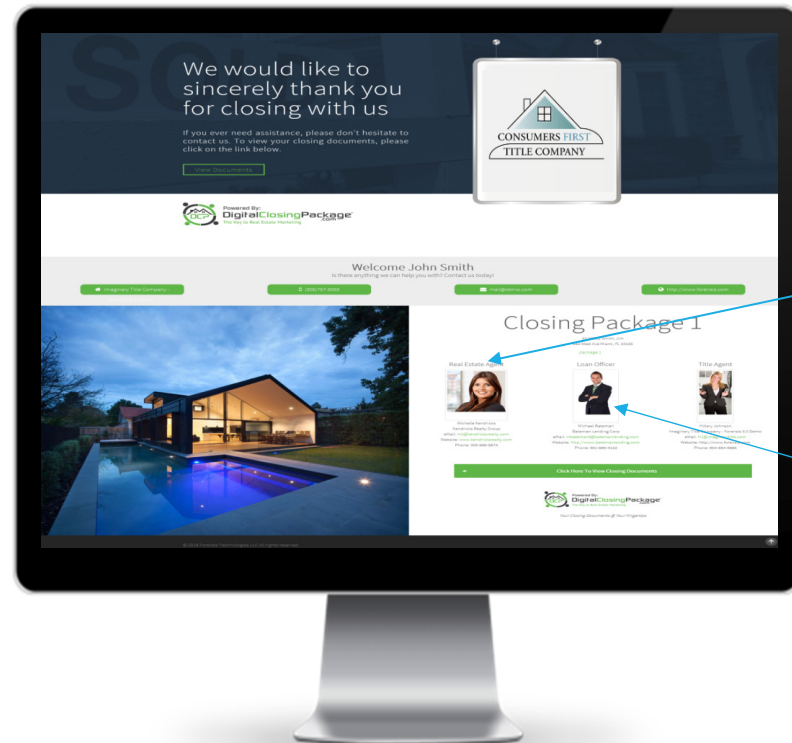
- ✓ Instead of paper copies or a CD, the consumer and/or seller is provided a branded USB key and business card holder at closing.
- ✓ The consumer is provided a platinum key and the seller is provided a gold key.



USB Key & Website

CLIENT TRANSPORTED TO A SECURE SITE

- When your clients insert their keys into their computers, they are transported to a secure site with instant access to their closing documents.
- Clients will also see your picture and contact information every time they login, which will keep you in front of them. Clients will be able to contact you directly from their site.



Realtor

Lender



SOLUTION 2

We will keep you in front of your clients by including you on numerous emails each year...
For as long as they own their home.



Keeping you top of mind 7 to 8 times a year ... for many years to come!

New Documents Have Been Uploaded Email

Property Anniversary Email

Happy Holidays Email

Homestead Exemption Reminder Email

4 Real Estate Market Info Emails each year

Your Contact Information on all Emails!



**SAMANTHA
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SOLUTION 3

You can be notified when clients log into the DCP, which may indicate buyer, seller, or refinance activity.



Email alerts when clients log in



Email is generated when a client logs in, which may be an indicator that they are back in the market

Each email provides:

- File Information
- Date and time when file(s) are opened
- The documents opened
- Others involved in transaction



OVERVIEW

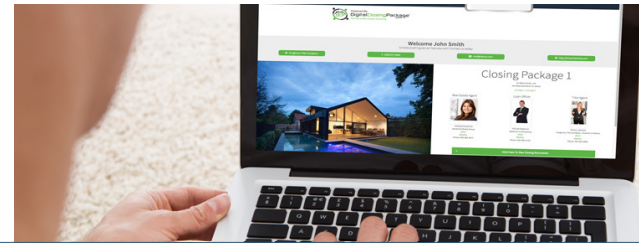
Summary of all the marketing we will do
for you...



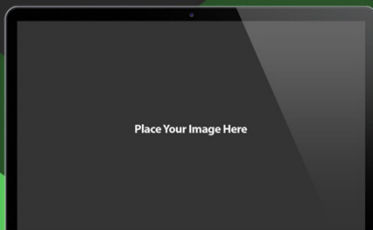
Overview



Your clients receive a memorable way of receiving their closings documents.



You will be marketed on DCP site.



You may know when your clients are back in the market with access notifications.



You will stay in front of your clients with repetitive and targeted emails.





**Is your current go to title company
or real estate attorney doing all
this for you? Or, are you trying to
do it yourself?**

Sit Back and Relax. We will!

**At Consumers First Title Company,
it's part of our commitment to
Realtors and lenders.**



"A POWERFUL COMMITMENT TO REALTORS AND LENDERS"



CONTACT US TODAY TO LEARN MORE ABOUT ALL THE
BENEFITS THE DIGITAL CLOSING PACKAGE WILL PROVIDE YOU!

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