



# Marketing Strategies for 2014

**Chris Carter**  
**Market Focus, Inc**

# Market Focus, Inc.



- **First to Develop Custom CRM for the Mortgage Industry in 1992**
- **20,000 Clients in U.S., Canada, Australia, New Zealand**
- **Automated Marketing Strategies**
- **High Quality Marketing Content**
- **System Integration with MS Office, Encompass, Calyx, etc**
- **Expansion to Real Estate, Insurance and Sales Professionals**

# Access Anywhere

## Internet WebDesk

Office  
Home  
On the Road



Single  
Team  
Multi-User



**PC**

**Mac**

**iPad, iPhone,  
Others**

**Local Printer**

# Bundled Services



**OriginationPro Newsletter and Email Library**

**Complete Market Focus Letter and Email Library**

**Digital Ecards**

**Realtor Cobranding**

**Loan Processing Milestone Communication**

**Email Marketing System**

# OriginationPro Marketing System

Dave Hershman – Industry Expert and Author



- Weekly Real Estate News & Economic Commentary
- Market Reports Without Complex Charts
- Timely Responses to Industry and Market Changes
- Sales Advice for Your Referral Partners
- Real Estate and Mortgage Finance Articles
- 200 Email Targets Realtors, Prospects, Past Customers and others

## Marketing Topics

- Business Planning
- Finance
- Home Ownership
- Marketing Tips
- Motivational
- Past Customer
- Real Estate Sales
- Real Estate Listing
- Recruiting
- Referral
- Refinance
- Sales Techniques

# REAL ESTATE REPORT

February 21, 2012

## ECONOMIC COMMENTARY



### *The Big Three and the Rock*

We are halfway through the first quarter of 2012. The big question in everyone's mind is whether the economy continues to grow from here, or does it slow down like it did during the spring and summer of 2011? Remember, only a few months ago we were talking about the danger of a double dip recession. A stronger finish to the year ended that talk, but still many analysts have been predicting some sort of slowdown in 2012. What could prevent such a slowdown and keep the economy on pace to strengthen through 2012? We have already introduced the "big three" factors we will be watching. Not necessarily in order or priority, these factors are employment, housing and Europe. The numbers regarding employment are encouraging. First time unemployment claims last week hit the lowest level in nearly four years and employment growth was strong in January. The first set of January economic releases thus far have been mixed, however the data on housing starts and first time unemployment claims reported last week was very encouraging because of the importance of housing and jobs as two sectors of the "big three."

If the economy keeps producing job growth, then home sales will keep rising and housing will become a positive factor with regard to economic growth in 2012. Economic growth is also the only factor which can pull Europe out of its crisis. All the austerity measures by themselves can't pare down their deficits without growth. Therefore, the key to whether the economy will continue to grow from here is actually the economy itself. Consider a rock rolling down the hill. Last year the rock hit a bump and slowed down. However, the faster the rock rolls, the less likely bumps will be able to slow it down. A stronger economy is self-sustaining. We believe that the economy has reached an important juncture. If growth accelerates from here, it will be harder to stop the rock. The rock is not rolling downhill fast enough now to overcome all the obstacles, however we are not far from that happening and the first half of 2012 will be crucial in measuring the speed of the rock.



**ALDERUS**  
FUNDING & INVESTMENTS

Chris Carter  
L&G Mortgagebanc  
56566 Main Street  
San Diego, CA 98989  
[ccarter551@gmail.com](mailto:ccarter551@gmail.com)  
[www.lgmortgagebanc.com](http://www.lgmortgagebanc.com)  
(656) 545-6566  
(566) 566-6666

MLO: NMLS #49999  
Branch/Company ID: Branch 999

Current processing time is 15 days.  
Rates are low.

- Economic Commentary
- Interest Rate Overview
- Real Estate News
- Customized to Loan Officer
  
- New Add-on Service Coming

# Market Focus Marketing System

## 600 Letters and Email

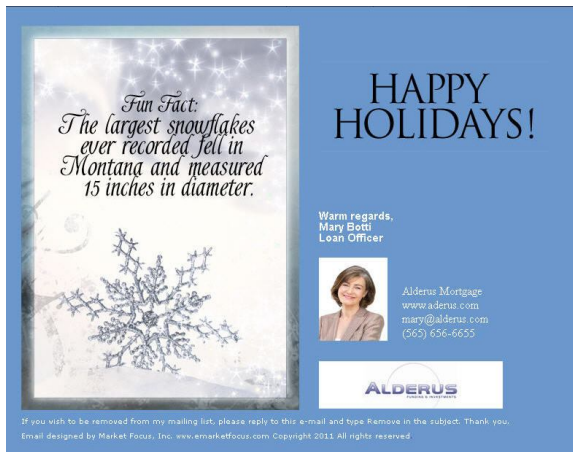


- Designed to Build Long-Lasting Business Relationships and Generate Referrals
- Installed into Drip Marketing Campaigns
- Can be Edited Using Microsoft Word
- Has Digitized Photo and Scanned Signature
- E-mail Header and Signatures can be Customized

### Marketing Topics

- Prospect Refinance
- Prospect Purchase
- Past Customers
- Loan Processing
- Realtor Approach
- Credit Repair
- First Time Buyer
- Home Ownership
- Alternate Referral
- Referral Thank
- FSBO
- Special Interest

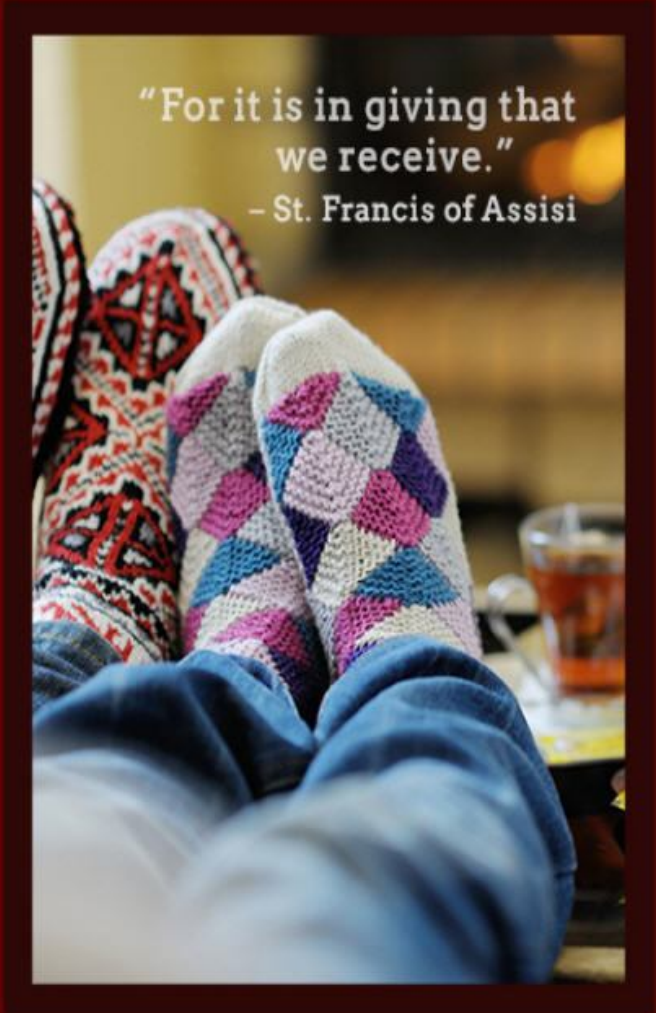
# Market Focus Ecards



- Holiday & Seasonal
- Birthday
- Referral Thank You
- Referral Request
- Business Thank You
- Wedding Anniversary
- Mortgage Specific




# Holiday Ecard




"For it is in giving that we receive."  
- St. Francis of Assisi

## Happy Holidays!

Warm regards,  
Lisa Woodall  
Account Executive



Alderus Financial Advisors  
[www.alderus.com](http://www.alderus.com)  
[Lisa@alderus.com](mailto:Lisa@alderus.com)  
(988) 545-4545



[f](#) [in](#) [g+](#) [t](#) [You Tube](#)

NMLS #123456  
If you wish to be removed from my mailing list, please reply to this e-mail and type Remove in the subject. Thank you.  
Alderus Financial Advisors|2525 Hibert St, #199|Upland, CA 91784  
Email designed by [www.MyMarketingIdeas.net](http://www.MyMarketingIdeas.net). Copyright 2013 All rights reserved.

# July 4<sup>th</sup> Ecard



Happy Independence Day!

Warm regards,  
Lisa Woodall  
Account Executive



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[www.alderus.com](http://www.alderus.com)  
[Lisa@alderus.com](mailto:Lisa@alderus.com)  
(988) 545-4545



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"Where liberty dwells, there is my country."  
– Benjamin Franklin

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# Halloween Ecard



HAPPY HALLOWEEN!

Warm regards,  
Lisa Woodall  
Account Executive



Alderus Financial Advisors  
[www.alderus.com](http://www.alderus.com)  
[Lisa@alderus.com](mailto:Lisa@alderus.com)  
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# Birthday Ecard




*Happy Birthday!*


*Hope your day is uplifting!*

Warm regards,  
Lisa Woodall  
Account Executive



Alderus Financial Advisors  
[www.alderus.com](http://www.alderus.com)  
[Lisa@alderus.com](mailto:Lisa@alderus.com)  
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# Veterans Day



"A hero is someone who has given his or her life to something bigger than oneself."  
- Joseph Campbell

Let us honor our soldiers  
for Veterans Day.

Warm regards,

Lisa Woodall  
Account Executive



Alderus Financial Advisors  
[www.alderus.com](http://www.alderus.com)  
[Lisa@alderus.com](mailto:Lisa@alderus.com)  
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# Realtor Cobranding



- Increases Realtor Referrals
- Adds Value to Your Realtor Relationships
- Stays in Contact with Prospects for 2 ½ Months
- Stays in Contact with Past Clients for 5 Years
- Free Realtor Cobranding Powerpoint Presentation

March 2, 2009

Bruce Albertson  
Dawn Albertson  
921 County Road  
Upland, CA 95627



Mike Farrell  
Market Focus, Inc.  
(856) 565-6566



Kim Barnett  
Remax Associates  
(925) 708-8587

Dear Bruce and Dawn:

It was a pleasure speaking with you about your mortgage needs the other day. Looking for a home and considering your finance options can be both exciting and confusing at times. I would very much like the opportunity to help make this process as easy as possible.

While looking for your new home, I recommend that you become pre-approved for a mortgage. Becoming pre-approved means you can...

- Buy with confidence
- Save time by looking for homes you can afford
- Negotiate a better price for the home you want to buy

I hope that we'll be able to do business with one another very soon. Please call me anytime at (856) 565-6566 to schedule an application.

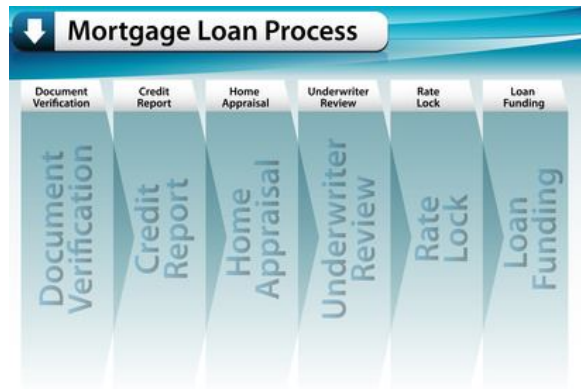
Sincerely,

A handwritten signature in black ink that reads "Michael Farrell".

Mike Farrell  
Mortgage Consultant

The best compliment is a referral.

# Loan Status Communication



- Enhances Communication with Everyone Involved
- Reduces Phone Calls and Email About Status
- Increases Customer Satisfaction
- Enhances Professionalism
- Co-Branded with Realtors
- Customizable to Trigger Email on Import or within MQ

# Loan Status Communication



## Status Update

**Property:** 6565 Calveras Ct, Tracy, CA

**Buyers:** Bob and Sophia Abbas

- [Custom 1](#)
- [Custom 2](#)
- [Custom 3](#)

	<b>Selling Agent</b> Kim Ahern Allstate Real Estate kim@kimahearn.com (925) 708-8587		<b>Listing Agent</b> Fred Aalto Jordon Realtors fred@jordonrealtors.com (925) 416-9111
Milestones		Completed	
Sent to Processing		02/01/12	
Documents Ordered		02/15/12	
Appraisal Received		02/27/12	

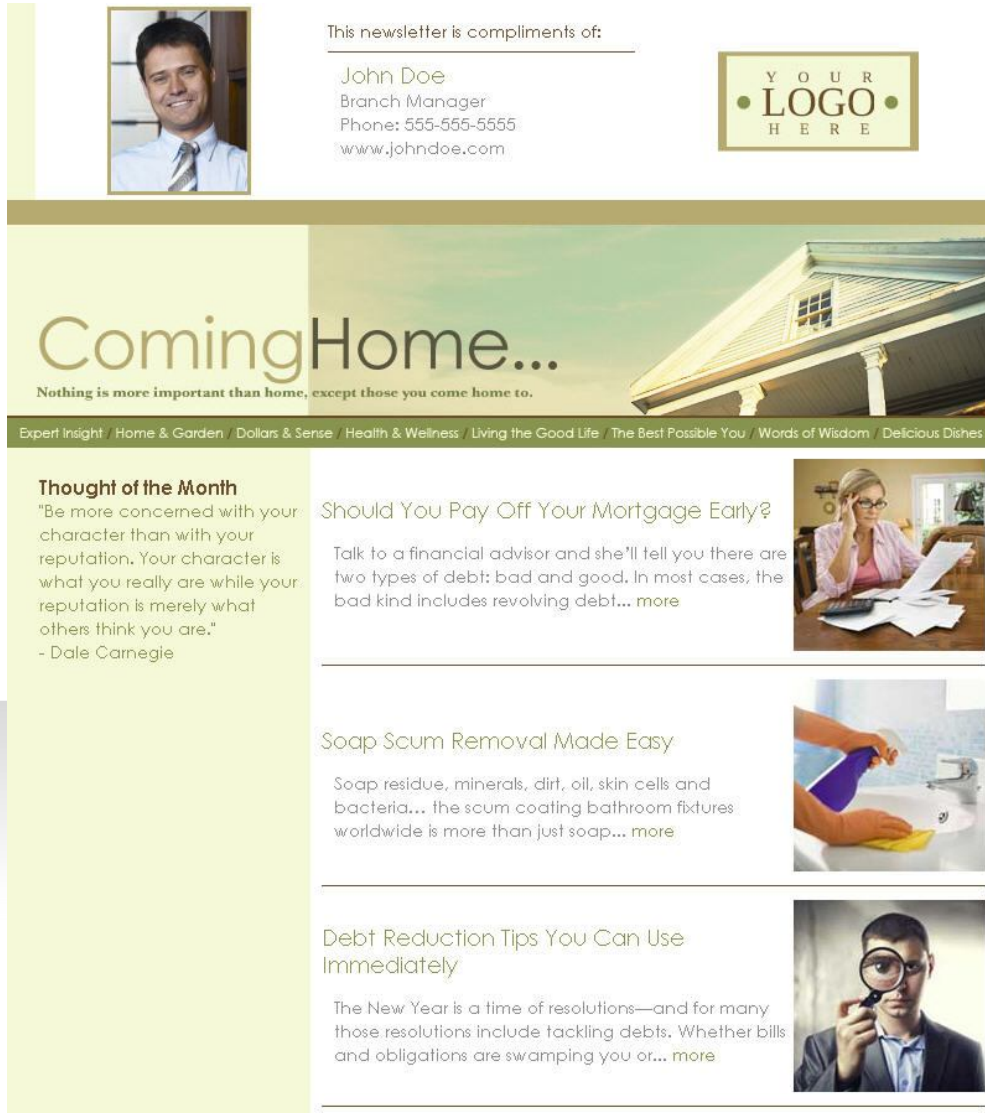
**Lisa J. Foster**  
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 702.742.0623 Cell  
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<http://www.Lendingatitsbest.com>

Click to Add My Info to your Contacts

<a href="#">Consultation</a>	<a href="#">Loan Calculators</a>	<a href="#">Apply Now</a>
		
Tel: 702.776.8700 ext. 27 Cell: 702.742.0623 eFax: 877.395.1457		<b>Lisa J. Foster</b> Sales Manager NMLS 461656/MLD#32509
6045 S. Fort Apache Road Suite #100 Las Vegas, NV 89148 <a href="mailto:LFoster@primeres.com">LFoster@primeres.com</a> <a href="http://www.Lendingatitsbest.com">www.Lendingatitsbest.com</a>		



# In Touch Today Newsletter



This newsletter is compliments of:

John Doe  
Branch Manager  
Phone: 555-555-5555  
www.johndoe.com

YOUR LOGO HERE

## Coming Home...

Nothing is more important than home, except those you come home to.

Expert Insight / Home & Garden / Dollars & Sense / Health & Wellness / Living the Good Life / The Best Possible You / Words of Wisdom / Delicious Dishes

**Thought of the Month**  
"Be more concerned with your character than with your reputation. Your character is what you really are while your reputation is merely what others think you are."  
- Dale Carnegie

**Should You Pay Off Your Mortgage Early?**  
Talk to a financial advisor and she'll tell you there are two types of debt: bad and good. In most cases, the bad kind includes revolving debt... more

**Soap Scum Removal Made Easy**  
Soap residue, minerals, dirt, oil, skin cells and bacteria... the scum coating bathroom fixtures worldwide is more than just soap... more

**Debt Reduction Tips You Can Use Immediately**  
The New Year is a time of resolutions—and for many those resolutions include tackling debts. Whether bills and obligations are swamping you or... more

- Consumer Oriented
- Created Monthly
- Branded to Agent
- Interactive Links
- Very Visual

# Automated Email Service-Done For You



- Daily Birthday E-Cards For You
- Weekly OriginationPro Newsletter For You
- Monthly Holiday or Season E-Cards For You
- Monthly In Touch Today Newsletter (New)

# Email Service Report



## MARKET FOCUS

Hi Brian,

Here are today's email sent for you.

To Your Success,  
Market Focus

### Daily Email Report

<b>Email Date:</b> 02/01/2013	
<b>Birthday Ecards Sent:</b> 6	
<b>Newsletters Sent:</b> 0	
<b>Holiday Ecards Sent:</b> 995	
Today's Birthdays	Age
Ashraf Malik	50
Katie Daniels	61
Michael Rolince	24
Roslaine Natividad-Molina	50
Salvatore Giambrone	39
Tony Celentano	80

# Email Marketing

## SendGrid Email Service – High Deliverability



- Dedicated Email Service (SPF,DKIM Certificates)
- Unlimited Email
- Email Statistics
- List Management (Opt-Outs, Bounces, Blocks, Invalid) Updates Database Automatically

## Email Characteristics

- Send HTML Email from Anywhere
- Email is Sent Individually and Shows in InBox (No Distribution Lists)
- Send Attachments
- Send Using Loan Officer's Email Address
- No "Sent on Behalf of" Messages
- Send Broadcast Email to Your Entire Database or Specific Groups of People

# Video Email Service – Add On Service



- More Powerful than Text
  - Easier to Create
  - More Personal
  - Builds More Trust
  - Connects Better with Clients
  - Fastest Growing Segment on the Internet
- 
- Integrated Into Mortgage Quest
  - Added to Newsletters, Ecards, and Custom Email
  - Create Video Email Drip Campaigns
  - Create Video Library for Easy Access
  - Outlook Plugin Makes it Super Easy to Record and Send On Demand

# CoVideo Template

**Marketing & CRM Made Easy**  
*Be A Leader in the Market*

**Market Focus**  
800-708-9715

00:05 00:50

View Webinar    15 Day Free Trial    Request Demo    Learn More

Testimonials    Visit Website    Email Me

The banner features a central video player showing a man speaking. To the left, a group of seven business professionals stands on a series of white steps that rise from left to right. A blue line graph is overlaid on the steps, showing an overall upward trend. In the top left corner, there is a logo consisting of a wireframe globe with a red arrow pointing upwards and to the right. The text 'Marketing & CRM Made Easy' and 'Be A Leader in the Market' is in the top right. Below the logo, the text 'Market Focus' and the phone number '800-708-9715' are displayed. The video player has a progress bar showing 00:05 out of 00:50. At the bottom, there are two rows of navigation buttons: 'View Webinar', '15 Day Free Trial', 'Request Demo', and 'Learn More' in the first row; 'Testimonials', 'Visit Website', and 'Email Me' in the second row.

# CoVideo Template



The image displays a video player interface for a RE/MAX CoVideo. The video frame shows a man, Chris Carter, in a dark shirt, speaking from a room with a bookshelf and a framed picture. The video progress bar indicates 00:03 of a 00:50 video. To the right of the video player is a vertical stack of seven red buttons with white text: "View Webinar", "15 Day Free Trial", "Request Demo", "Learn More", "Testimonials", "Visit Website", and "Email Me". The background features a large, stylized RE/MAX logo in red, white, and blue. At the bottom, a blue banner contains the text "Chris Carter 858.586.1224" on the left, "Outstanding Agents. Outstanding Results." in the center, and the RE/MAX logo on the right.

Chris Carter  
858.586.1224

Outstanding Agents.  
Outstanding Results.

RE/MAX®

View Webinar  
15 Day Free Trial  
Request Demo  
Learn More  
Testimonials  
Visit Website  
Email Me

# CoVideo Template



The image displays a CoVideo template for Allstate. At the top center is the Allstate logo, which consists of a blue circular emblem with two hands shaking, positioned above the word "Allstate" in a bold, blue, sans-serif font. Below the logo is a video player showing a man, Chris Carter, speaking. The video player includes a progress bar at the bottom with a play button, a time indicator of 00:04, a total duration of 00:50, and volume and full-screen icons. Below the video player, the name "Chris Carter" and the phone number "858.586.1224" are displayed. To the right of the video player is a vertical stack of seven blue, rounded rectangular buttons with white text: "View Webinar", "15 Day Free Trial", "Request Demo", "Learn More", "Testimonials", "Visit Website", and "Email Me". In the bottom right corner of the template, there is a logo for "covideo powered" with a small orange and blue icon.



# InfoHounds Just Listed Alerts – Add On



- Upload Mailing Addresses of Past Customers
- InfoHounds Notifies You When They List Their Homes for Sale
- Leads are Imported Directly into Mortgage Quest
- Drip Campaigns Designed for InfoHounds Leads
- Lead Management Dashboard and Reporting

Special Pricing for Mortgage Quest Users

# InfoHounds Report Example



## Detailed Lead Analysis

powered by InfoHounds, Inc.

### Active Lead: Chris Erikson

22 King Street, Charleston, SC 29401

Status: **Listed for sale 7 days ago at \$2,295,000**

#### Home History:

Date	Event	Price
03/01/2013	Listed for sale	\$2,295,000
12/01/2011	Listing removed	\$2,395,000
04/07/2011	Listed for sale	\$2,395,000
11/23/2010	Listing removed	\$2,495,000
07/22/2010	Price change	\$2,495,000

#### Additional details:

Latest Tax Assessment: \$1,800,000

Listing: <http://tinyurl.com/cv9hru9>

Realtor: Casey Murphey



Image courtesy of Google Maps

# Neighborhood Sales Report – Add On



- Upload Mailing Addresses of Past Customers
- Generates Sales Activity Data in Their Neighborhood
- Sent Automatically Monthly
  - [Cobranded](#)
  - [Single](#)
  - [Embedded in Newsletter](#)
- Includes Google Maps and Listing Information
- Makes Every Email Unique to Client