



How do you feel about your realty leads? Do you think they're the best? Here's a few reasons why iLead's really are...

- >> We provide a **free one-week sample** to prove the quality of our report without any commitment from your company.
- >> We perform a comprehensive **5-Step Cleaning Process** that significantly reduces your returned mail and disconnected phone numbers
- >> We deliver the **highest percentage** of homeowner names and phone numbers with 3 separate reverse lookups including a public record search
- >> Our reports contain **MLS-Quality** leads with **no duplicate listings**
- >> We deliver our marketing reports **weekly** for timeliness and accuracy

>> 5-Step Data Cleaning Process <<

Imagine getting the same or even higher appointment and sales rates while spending just 40 percent of your current marketing costs.. That's the true benefit of working with iLead Marketing: Our 5-step process removes **60%** of the weekly real estate leads that have no chance of bringing you a sale, allowing you to work **smarter** and more cost effectively than your competition.

Step 1. Precision Database Technology: Removes all duplicates including the 10% to 15% of the weekly realty leads that are actually relistings.

Step 2. Visual Review: Our employees display each home on their computer and remove all undesirable leads including vacant homes, remodels, foreclosures, flipped homes, etc. We are the only company that performs this important step.

Step 3. Delivery Point Validation: We run each address through the premier quality US Postal Service software that ensures the highest delivery success rate possible.

Step 4. NCOA Database: We run each address through the USPS National Change of Address (NCOA) database to remove homeowners who have already moved.

Step 5. National Telecom Database: Each phone number is run through a database to remove disconnected numbers.



>> Plans/Customization <<

iLead Marketing has several different marketing plans to help grow your business. From mailing information to telemarketing data to direct mailing campaigns, **we will customize a plan to fit your company's exact needs.** You can select homes based on home price, county information, zip codes, area codes along with a host of other demographics. At iLead, we truly value the relationships that we build with each of our clients. That is why **we refuse to oversell our marketing reports.** We want to build a long-term relationship with our clients and overselling will only dilute its effectiveness for everyone.



>> Pre-Mover and Pending Leads <<

iLead Marketing is the **only** company that offers both pre-mover leads and pending sale leads. This allows your company the unique opportunity to choose the time you target the prospective customer: With our **Precision Pre-Mover** leads, you can contact them at the beginning of their home sale process long before they have had a chance to look at your competition. And with our **Platinum Pending** leads, you can target them near the end of the sales cycle as their home is being removed from the market. Because they are much closer to completing their sale, they are also that much closer to making serious monetary decisions. Many of our clients choose both programs in order to target the homeowner during the two most important times of their home sale process. With iLead the choice is up to you.

>> iLead Clients <<

Many companies take advantage of our exceptional services. From Fortune 500 giants to smaller, family-owned businesses. Each of them share a single trait: they are working **smarter** than their competition. Below is a sample list of our clients:

- > Lowe's Home Improvement
- > Bank of America
- > AT&T
- > United Van Lines
- > Allied Van Lines
- > American Airlines
- > ADT Home Security
- > North American
- > Go Minis
- > Mayflower Van Lines

