



TITLE HOUZ

Real Estate Settlement Services

The Houz Marketing ToolKit

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TITLE AGENT

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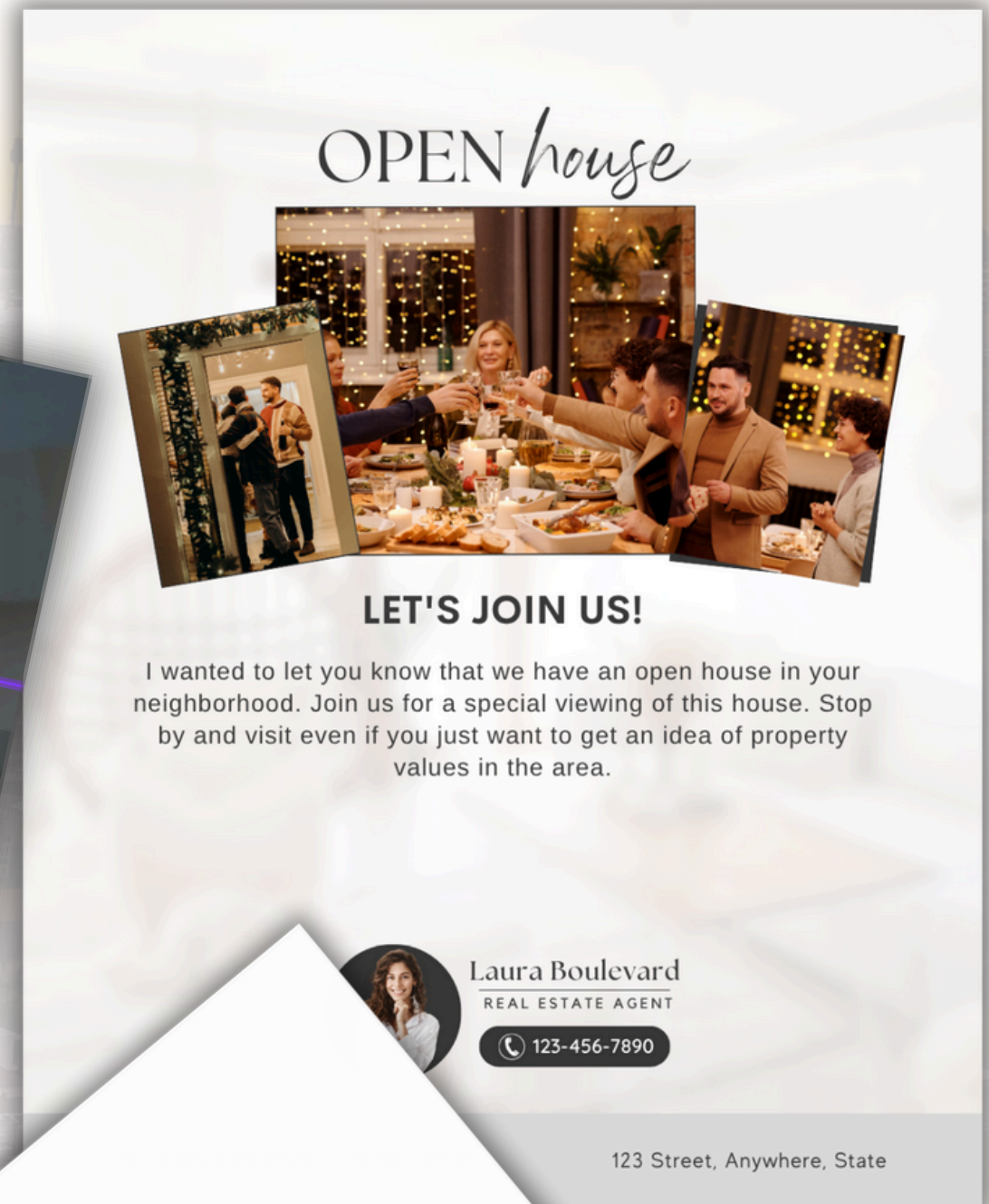
WWW.TITLEHOUZ.COM



Marketing Collateral



STANDARD MARKETING PIECES - SOCIAL MEDIA POSTS



CUSTOM SOCIAL MEDIA POSTS

We can make custom social media post digital files, for:

- » New Listings, Open Houses, Price Reductions, etc.
- » Digital Files for Posting on Your Social Media Page
- » Digital Files for Email / Eblasts

FOR MORE INFORMATION REGARDING MARKETING SERVICES CONTACT

- » Your Title Houz Title Escrow Officer
- » Write Us at: Info@titlehouz.com / Call at: (407) 377 5664



Farming Requests



PROVIDING SPECIFIC INFORMATION FROM THE START HELPS TO COMPLETE A SEARCH MORE QUICKLY, EFFICIENTLY AND ACCURATELY:

» FARMING

There are 2 types of lists:

- » Standard owners list (name, taxbill address, city, state, zip, country (if applicable))
- » Custom it (allows us almost any parameter now as abcd columns)

Standard owners lists take less time to pull, so if the spreadsheet is to be used for a mailing, this is preferred. If the spreadsheet is going to be used for reference, then a custom list may be preferred.

» TYPICAL GENERAL PARAMETERS:

1. LOCATION, GEOGRAPHICAL AREA DETAILS:

- » If an area, then (official) subdivision/neighborhood name(s)
- » Street names, and/or TMKS, etc
- » If condo, then (official) condo name(s)

2. TYPES OF PROPERTIES.

- » Residential (SFR), and/or condo, and/or vacant land
- » Specifics like Oceanfront only, etc
- » Specific property types/ranges
- » # of beds/baths
- » Interior sf or land sf/acre area range

3. FINANCIAL INFORMATION:

- » Last sale date range (years of ownership range)
- » Sale price or Assessed value range
- » Home exemption amount
- » Loan information (loan amount, origination dates, loan types, etc)

4. TAXPAYER/OWNER SPECIFIC INFORMATION:

- » Owner occupants only, or Non-owner occupants (renters), or Non-occupant owners (investors)
- » All "current residents" (can display owner-occupant names and "current resident" for renters)
- » Taxbill addresses: Can specify Hawaii, US mainland and/or foreign addresses only

Raw data is presented in excel spreadsheet, can be formatted in various ways. Can also be formatted in word for printing or mailing (see Cavery Jibu)



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STANDARD MARKETING PIECES

» PHYSICAL COLLATERAL:

- » Postcards - Just Listed, In Escrow, Just Sold, Personal introduction, etc.
- » Property Fliers - Hardcopy or Digital/Email

» DIGITAL COLLATERAL:

- » Email Campaigns (Mailchimp) - Just Listed, In Escrow, Just Sold, etc.
- » Social Media - Creating Social Media posts you can upload to your SM pages, our eblasts are linked to our FB & Twitter accounts.

BELOW IS A LIST OF THE NECESSARY INFORMATION WE NEED BEFORE WE CAN BEGIN TO CREATE YOUR MARKETING COLLATERAL:

» FOR DESIGN OF POST CARDS / FLIERS / EBLAST:

1. High Resolution Headshots, Family Photo, Golfing Photos or anything that we may use to showcase you
2. Logo
3. Contact info as it should appear
4. Message and/or achievements (ex: #1 Realtor KW Maui 2020, etc.) |
5. Property information: MLS# or MLS Link, property address
6. For Postcards: Specific farming information/parameters
7. Special Instructions

» FOR PRINTING OF POST CARDS:

1. Stamp or Bulk Delivery
2. Jumbo or Standard Size
3. Borders (no bleed) or No Borders (full bleed)
4. Farming Information
5. Special Instructions



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STANDARD MARKETING PIECES



CUSTOM PROPERTY FLYERS

We can make custom fliers for your listings, you can use for:

- » New Listings, Open Houses, Price Reductions, etc.
- » Hardcopies for Showings
- » Digital Files for Email / Eblasts

FOR MORE INFORMATION REGARDING MARKETING SERVICES CONTACT

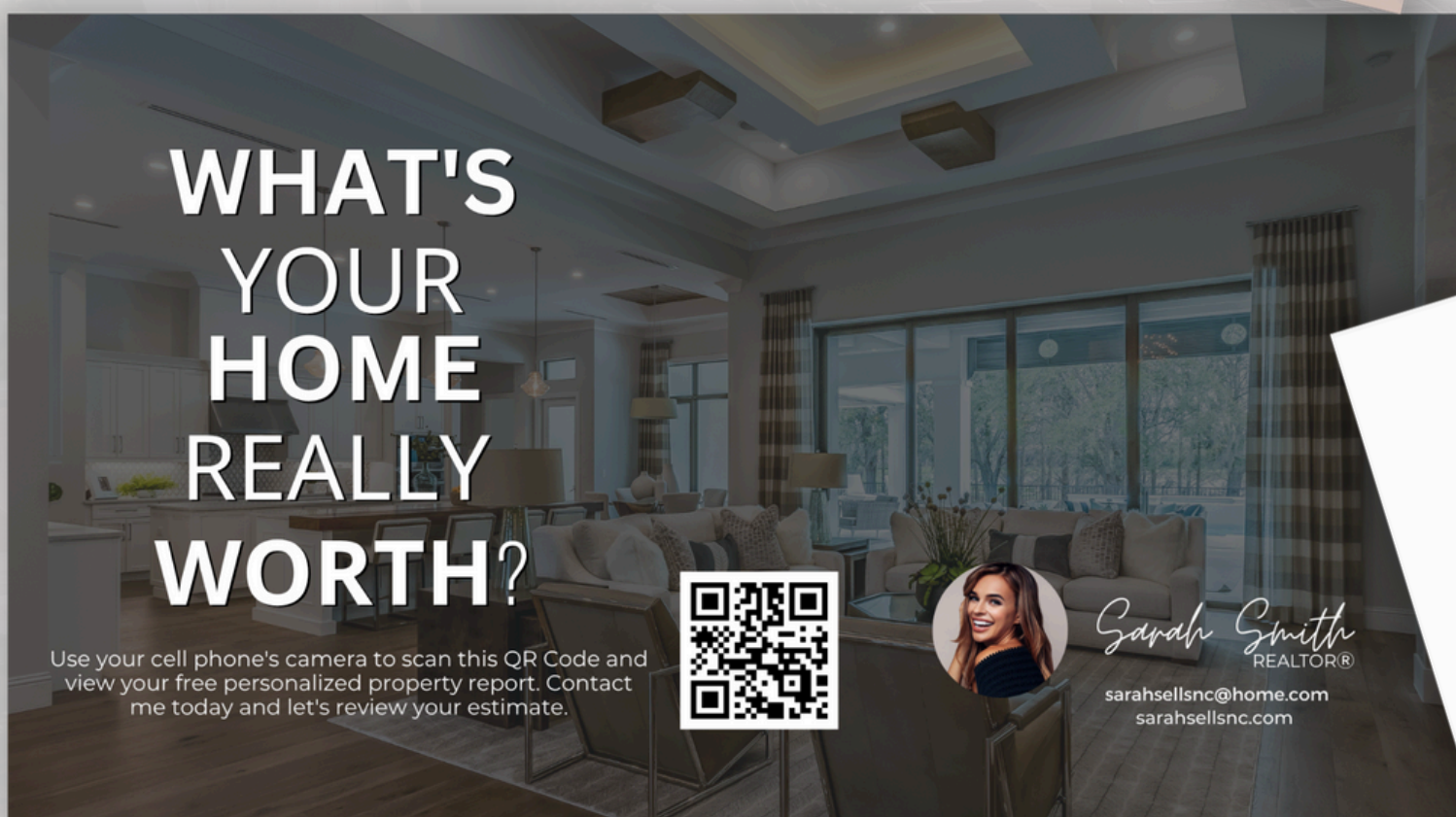
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STANDARD MARKETING PIECES - POSTCARDS



CUSTOM PROPERTY POSTCARDS

We can make custom mailers for your listings, you can use for:

- » New Listings, Open Houses, Price Reductions, etc.
- » Personal Promotions
- » Farming & Announcements



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Thank You

**WE LOOK FORWARD TO BUILDING A
SUCCESSFUL PARTNERSHIP WITH YOU!**

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