



For nearly all Agents in the country, consistent marketing is the Achilles' heel of the business....there is simply too much to do every day.

Enter **Corefact Elite**..... automated farming with superior branding. A literal 1-2 farming punch. Agents simply love the benefits and brand awareness generated from this program.

### **How much does Elite cost?**

There is a one-time \$399 design fee to create semi-custom branded cards for you. Your brand is critical to your business and we want to create something very special that showcases that brand in a unique way. We include five key customization elements on each monthly postcard (cut-out portrait, custom background, logo, tagline, personalized color palette) on an entire year's worth of cards to make you the most-known agent in your target market.

The only other charge is the purchasing of your postcards each month (at *exactly* the same price as on our website if you did it yourself). A minimum of 250 postcards is required each month.

### **What does the per/card fee include?**

This covers full color printing, UV coating, postage (standard mail), and delivery. We offer tiered pricing, so the more cards you purchase, the lower the cost will be.

For example, if you chose our 'Jumbo' size (8.5" wide x 5.5" tall);

- 250 cards mo: .73 cents ea
- 500 cards mo: .71 cents ea
- 1000 cards mo: .69 cents ea
- 2000 cards mo: .65 cents ea

We also offer 'Stretch' and 'Super Jumbo sizing; ask your sales representative for pricing and exact dimensions.

### **Is the \$399 setup charge an annual fee?**

Usually not. The \$399 setup fee covers the designing of 12 postcards. If you would like to reuse the same 12 cards the following year, there is no additional fee. Many of our customers choose to reuse their designs and continue to see brand growth. If you would like 12 new postcards, there is an additional charge.

### **Does this program cost more to send to multiple farms?**

That depends on the design of your cards. If you plan on sending the same card to all the farms, then there is no additional cost. If you'd like to change any of the five customizable design elements, then there will be an additional fee for the design (i.e. different tagline for each farm).

### **What is the cost for the mailing addresses?**

Corefact can procure a radius at \$.07 cents an address. However, we suggest talking to your title company before purchasing through our site. In many states, title companies are able to provide data (based on compliance and local laws) and the data is typically more in-depth than

what we can provide. For example, Corefact data cannot be as specific as a polygon. If your title company provides this data for free, take advantage of this resource.

If your title company does not provide data, we suggest looking into ProspectNow or Benutech. For more information on polygons and data procurement, head on over to the Elite Farm FAQ page on our website.

**I already have a Corefact account and have uploaded my headshot and contact information. Do I still have to pay the design fee?**

Yes. For Corefact Elite, we cut out your headshot manually and do a lot of personalized design work. Each of the 12 postcards are customized with a cut-out portrait, custom background, logo, tagline, and your color palette. We're building you something unique and branded; different than what you'd get simply ordering postcards off of our store.

**Can I prepay for the entire year upfront?**

Yes! Once you've figured out how many postcards you'll be sending each month (farming to more prospects could decrease the per-postcard-price), you can purchase CoreCredits and prepay for the entire year. This could save you between 8% - 10%.

**Do you offer split billing?**

Yes. We often have teams and/or an agent and a lender on a card together. We can split bill each month up to 3 parties, and even split bill the design fee.

Have other Elite questions? Check out Elite 101, or our FAQ questions on ROI and turn rate, design, account setup, delivery, and farming on our website.

If you farm consistently and grow your brand, listings will come. As the saying goes; 'Lister's last' in this business. Get started with whatever you can afford, and continually grow your farm once the listings begin to come in. There's no point in waiting, let's get started today!