

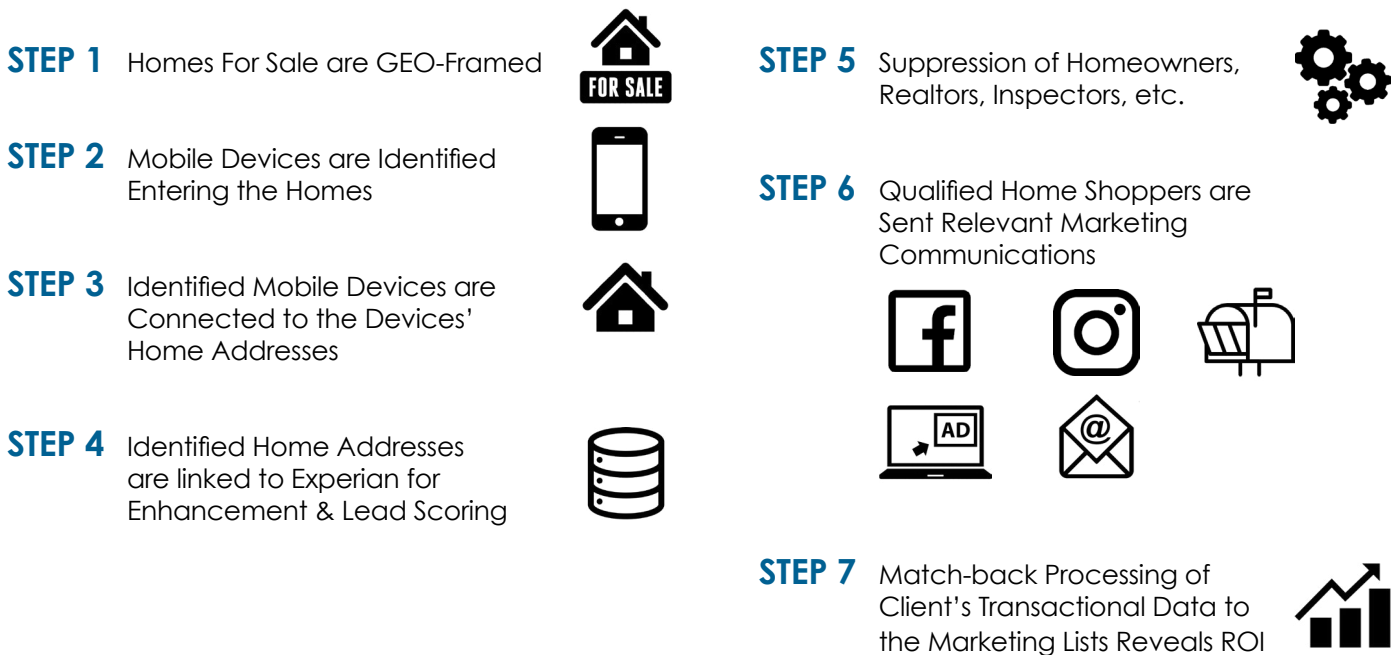
Market your Realtor Services to In-Market Home Buyers Insite Realtime GEO - Home Shopper

Why?

1. Research from Realtors shows that homes for sale over \$500,000 are 35% unrepresented.
2. Until now, you had to rely on expensive lead websites and pay up to \$13 per exclusive lead and \$4 per-click to advertise your brand to these prospects.
3. We give you the ability to market to Home Shoppers very early in the decision making process without lead sharing.
4. The Home Shopper can be a listing and/or a buyer customer opportunity.

Our Process

We identify consumers who are just starting their home buying journey. Using patented GEO-Framing technology, we identify In-Market Home Shopper, while simultaneously suppressing Homeowner, Realtors and Home Inspectors. Using Experian data with advanced analytics, we qualify prospects and determine segmentation strategies for the most effective marketing strategy. We then market to the qualified home buyer prospect with direct mail, email, digital or social ads.



Aspire North Advantage

1 GEO-Framing technology captures and inventories devices within a one square meter area. **2** Match devices back to their home address. **3** Verify and qualify the prospective Home Shopper using Experian, which is the Gold Standard in 3rd party marketing data. **4** We use up to 400 consumer characteristics and 71 Mosaic market segmentations to create one-to-one communications that increase conversions.