



Benefits of Co-Marketing

Build Your Brand

In Total Expert, co-marketing partners can easily build marketing materials with compliant information for people from two different parts of the housing industry.

Connecting with a co-marketing partner allows both partners to increase their brand recognition in their community by taking advantage of each other's marketing materials. Co-marketed materials help both partners generate more leads and ultimately more business.

When an existing user invites a potential partner to co-market, the invited user can join with a basic account for free!

Persuading an Agent

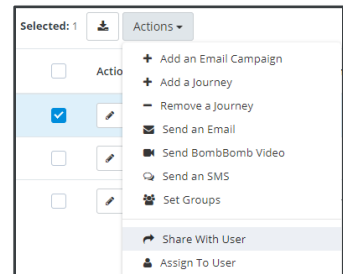
As a loan officer, you may encounter resistance from a real estate agent when suggesting they sign up with Total Expert to co-market with you. Here are some specific features you can highlight that can improve their business.

- The agent can keep their Total Expert account, including any saved contacts, even if they change agencies.
- Once the agent enters their information and the connection is made, you can create marketing materials on their behalf without further work by the agent.
 - This includes emails that automatically follow up with contacts captured at an event.
 - The agent receives all the benefits of the marketing with only minimal required setup work.
- Contacts captured electronically are automatically shared with both co-marketers. You can then work the lead together from both perspectives.
- A variety of marketing types can all be created in the same platform—by either partner.
 - Listing flyers
 - Single-property sites
 - Open house apps
 - Social media
- Total Expert is mobile-friendly. An agent can bring a device to an open house and run a registration app from a mobile hotspot.

Platform Features

Sharing Contacts

Once two Total Expert users are connected, either partner can share existing contacts with the other right from their contacts list.





Creating Materials

Total Expert's various built-in marketing tools are all available to use by either a single marketer or by two co-marketing partners together. When setting up a template designed for use as a co-marketed piece, adding the partner is as simple as selecting their name from a list of connected users.

- **Email marketing** can be sent directly to any contacts in your list, either as a single message or as part of a drip campaign or auto campaign.
- **Web marketing** all uses modern designs and search engine optimization (SEO).
 - The **Open House App** ensures leads are captured on site and can be used to trigger automated follow-up messages.
 - **Single Property Sites** draw potential leads and capture contact information from interested parties.
- **Print marketing** seamlessly incorporates data, depending on the type of the piece.
 - **Property flyers** and **Just Sold postcards** use information directly from a selected MLS listing.
 - **Rate flyers** populate values directly from your chosen pricing engine for specified inputs.
 - Many other formats, such as brochures, pamphlets, and yard signs are available.

All co-marketed media types have the following benefits:

- Fast turnaround time.
- Automatic inclusion of provided contact and licensing information and relevant disclaimers for both marketers.
- Automatic calculation of printing cost shares for both marketers (when applicable).
 - Items are not sent to the printer until all shares are paid.
- Opportunity to review for compliance before distribution.
- Tracking and logging of all aspects of the creation process for reporting and auditing.

Video: How To Connect

When you're ready to connect with a co-marketing partner in Total Expert, watch this quick, 90-second video describing the process.

Connecting to a Co-Marketing Partner

<https://totalexpert.wistia.com/medias/nqm0h6uuza>