

Get Exclusive Buyer Leads with CINC and Google.

Thank you for considering advertising with CINC. This is a special program created by your broker and CINC which allows you to do custom Internet lead generation advertising. CINC manages the advertising based on market criteria you provide. You pay for the advertising and get the leads they generate.

Can I have an overview of the program?

For a flat fee of \$200 or \$500 a month, the CINC Client Marketing team will run Google advertising on your behalf to drive new visitors to your CINC Enterprise website. The goal of the advertising is to generate homebuyer leads for you. The \$200 or \$500 monthly charge covers the direct advertising expense paid to Google as well as a management fee. That is your total cost.

How do I get started?

Complete the form on www.cincads.com, where you will enter your contact information and the areas where you want to receive leads. On the next page, enter your credit card information. When your billing information has been processed, we will create your ad campaigns in Google and begin running advertising.

What is the response time for changes to my account or billing changes?

Please allow 3 to 5 business days for replies.

When will I be billed?

If your request is submitted before the 10th of the month, you will be billed within 2 to 3 business days. After the 10th, you will be billed on the 1st of the following month. After this initial payment you will be billed on the 1st of each following month.



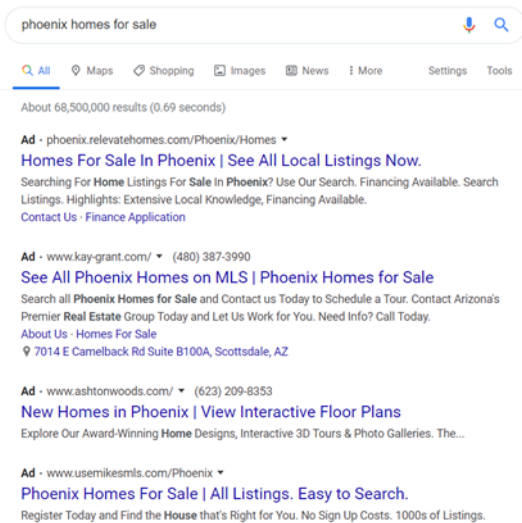
When is the last day that I can sign up to receive leads in a given month?

The last day we can launch your account is the 10th of the month. If you sign up after that then we will kick off your advertising spend the following month.

What do I do if I want to cancel my advertising budget?

Let us know! If you cancel before the 20th of the month we will be able to turn off your leads for the following month, but if it is after the 20th, you will be charged and receive leads for the following month. Email cincleadgen@cincpro.com if you want to cancel your advertising.

What type of advertising is it?



The advertising is Google search advertising. To see an example of Google search advertising, do a search for "Phoenix homes for sale" in Google. The top four or so listings have an Ad icon next to the website name. These are advertisements. The advertiser is charged when somebody clicks on the ad. If the web searcher doesn't click on that ad, the advertiser is not charged. Because of that, this type of advertising is called "Pay Per Click" advertising.

Google search advertising is considered one of the best types of advertising because you are reaching customers who are interested in your product, when they are interested in your product. They are

searching "Phoenix homes for sale" because they want to find out more about homes for sale in Phoenix - most likely because they want to buy a home for sale in Phoenix.

The first four listings when you search for "Phoenix homes for sale" are paid listings. An advertiser—like you—is paying to have their ad appear here. The advertiser is only charged when the searcher clicks on the ad.



Can I specify where my ads are shown? I don't want leads looking to buy a house an hour from my office.

Yes. When you register you provide a list of cities/communities. These should be the areas where you want to get leads. For example, if you focus on Scottsdale, don't request leads in Scottsdale. Don't request leads in Mesa or Flagstaff, where you don't do business.

Using your cities/communities, we'll create ads that are seen by people searching for homes in those specific areas. Those ads will be based on keyword lists focused on those areas, ad text that focuses on the area, and the landing page (the page on your website the searcher will visit when clicking the ad) will show homes for sale in that area.

How many cities/communities should I include?

You can submit up to 10.

What is the website that will be used in the advertising?

It is the personalized sub-domain of the website for your brokerage. The format is often: <https://firstnamelastname.officename.com> (no period between firstname and lastname) .

Can I forward that sub-domain to another url and do advertising?

If your subdomain is currently being masked or forwarded to another site, we are unfortunately unable to provide our lead generation service due to the policies of our advertising partners. For example, if your subdomain is johnsmith.findatlantahomes.com, and you have purchased a domain so that the URL instead says 'johnsmithrealtor.com' then we are regrettably unable to advertise.

What is CINC?

CINC is the leading provider of web-based real estate marketing and CRM software. We were founded in 2011 and now serve 3,000 top-producing agents, elite real estate teams, and leading mortgage brokers across North America.



What is the CINC Client Marketing team?

CINC is a Google Premier Partner. The CINC Client Marketing team is the group that oversees and manages the advertising for CINC clients. The team manages around \$20 million in advertising spend annually across its portfolio of clients. This makes CINC one of the largest and most experienced Google partners in residential real estate.

What is the CINC Client Marketing team doing on my behalf on an ongoing basis?

After creating your account, we will be doing ongoing optimizations to maximize the number of leads you get. This is a combination of proprietary automation and personalized touch where we make changes to help your accounts. Some optimizations include changing the bids and budgets on a daily basis, selecting bid strategies, and tweaking on what devices your ads show based on how they've previously performed on those devices.

How many leads can I expect with my \$200 spend?

This will vary by market. Each market has a unique cost per lead based on a variety of factors. Currently, the average client gets around 10 to 15 leads per month, but it varies by market.

Can I spend more than \$200 or \$500 monthly through the CINC Enterprise Platform to get more leads?

\$200 and \$500 monthly are the monthly budgets of the CINC Enterprise solution. If you are looking to spend more we have several upgrade paths through our CINC Pro product that may fit this need!



What do I do if I want to make changes to my advertising? Such as if I want to move into a new area?

Let us know! If you would like to make any changes to your campaign, please email cincleadgen@cincpro.com. Please allow 3 to 5 business days for replies. All changes will be made within a week.

Can I call rather than email?

Please do not call CINC support, because they do not have any involvement with the CINC Enterprise Lead Generation product.

How often can I change my areas?

One area change request can be made per month, with submissions required to be made prior to the 7th of every month.

What do I do with the leads when I get them?

Call them! The top way to convert your leads into clients is to get them on the phone. We recommend you call them as soon as possible after they become a lead because that is when the lead is thinking about buying a home.

In addition, the CINC Enterprise platform includes a lot of communication tools which allow you to reach out to your leads - such as drips and email templates. These are good ways to nurture leads who are not looking to buy right now.