



Get Exclusive Buyer Leads with CINC and Facebook.

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 get the leads they generate.

Can I have an overview of the program?

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

How do I get started?

Complete the form on www.cincads.com/facebook, 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 Facebook and begin running advertising.

When will I be billed?

If your request is submitted before the 20th of the month, you will be billed within 2 to 3 business days. After the 20th, you will be billed on the 1st of the following month. After this initial payment you will be billed on the 1st of each month for that month's ad spend.

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 20th 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.



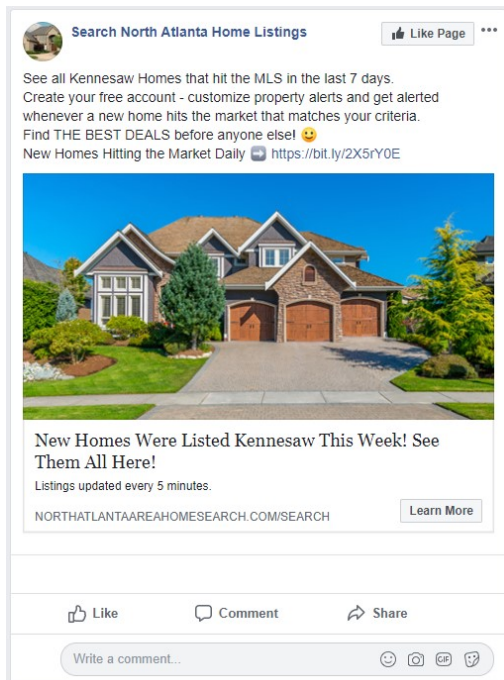
What type of advertising is it?

Ads will be built utilizing Facebook's Lead Ad ad type. You can learn more about how Lead Ads work on Facebook's support page [here](#).

Lead ads utilize forms directly on Facebook for conversion, allowing the lead to sign up without leaving Facebook. When possible, the form is pre-populated with the Facebook user's contact information (full name, email address and phone number). Because the information is automatically pulled from the lead's Facebook profile, contact validity is very high. Ads will display in the Facebook and Instagram News Feed, Stories and other placements.

After clicking 'Learn More' on the ads, leads will be taken to the lead ad form. After completing the form, leads will be given the option to continue to your site to view properties. Whether they click through to your site or just submit their information on the form and stay on Facebook, we'll still pull the lead's information into your CRM for follow up.

See an example lead ad in the image below.



www.cincads.com/facebook | Questions? Email cincleadgen@cincpro.com



Read [Facebook's Case Study](#) on client success with CINC's Lead Ads here.

Can I specify the areas where my ads are shown? I don't want leads in areas that I don't serve.

Yes. When you register you provide a list of up to three cities for ad targeting. These should be the top areas you would like to receive leads from.

Using the cities you submit, we'll create ads that are shown to Facebook and Instagram users who are physically located in that city and the surrounding area (a 15-mile radius around the city). These ads will be shown to people who match CINC's proprietary demographic targeting profile as likely home purchasers.

After submitting their information via the Lead Ad form, leads will be given the option to continue to your site to search homes in the area(s) listed in your ads.

How many cities should I include?

We recommend two, but can run ads targeting up to four cities for your \$200 monthly budget.

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 first and last name).

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's Facebook Marketing Team has managed millions of dollars in real estate specific ad spend on Facebook and Instagram for thousands of clients across the US and Canada. The team manages more than \$3 million in advertising spend annually across the CINC client base. This makes CINC one of the largest and most experienced Facebook Partners in residential real estate.

CINC's Facebook Marketing Team has been featured in 2 Facebook Case Studies. Read these below:

[CINC's Dynamic Ads Case Study](#)

How many leads will I get with my \$200 spend?

This will vary by market. Each market (and even subareas within it) will experience a different cost per lead based on factors like population, number/spend of other advertisers targeting the area, time of year, etc.

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.

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

Just like any internet leads, prompt follow-up is important. With Facebook, this may be even more true as most people browsing Facebook do so on their phone. This means that the lead is most likely holding the phone tied to the phone number just submitted on the lead form.

In addition, the CINC platform includes embedded communication tools that help you to reach out to your leads utilizing AI and behavioral cues. These tools offer effective and automated ways to keep in touch with leads who are not ready to buy right away.

We would expect leads from these campaigns to be at least 3-6 months away from purchase, so proper follow up and utilization of your CINC CRM will be important.