



CONSUMERS FIRST
TITLE COMPANY

The Digital Closing Package is a revolving marketing circle, uniquely designed to keep everyone in front of their existing clients; all while providing a memorable and unique product/service to the consumer and/or seller.

LENDER

REAL ESTATE
AGENT



TITLE COMPANY

CLIENT

“A powerful commitment to realtors and lenders”

DID YOU KNOW?

REAL ESTATE AGENTS



LENDERS



- The National Association of Realtors revealed this shocking statistic that 90% of homeowners would re-use their real estate agent, but only 10% remember who they are.
- According to Active Rain and Properties Online, the number 1 source of business for realtors is referrals from past clients. 74% of clients will give their realtors a referral if they stay in touch. The problem lies in the fact that most realtors don't stay in touch.
- 90% of lenders do not stay in touch with their clients.
- After one year of closing, 99% of homeowners cannot remember their loan officers name.

THE SOLUTION



Consumers First Title Company's utilization of the innovative Digital Closing Package will keep you in front of your clients ...

So you can increase repeat business, generate referrals from past clients, and know when your clients may be back in the market!

This is accomplished when we include your contact information & picture on:

1. The Digital Closing Package Site where your clients view their closing packages.
2. 6 Content based emails sent to your clients each year, for as long as they own their home.
3. Access notifications when Clients access their documents on digitalclosingpackage.com .

USB KEY AND WEBSITE

CONSUMER KEY



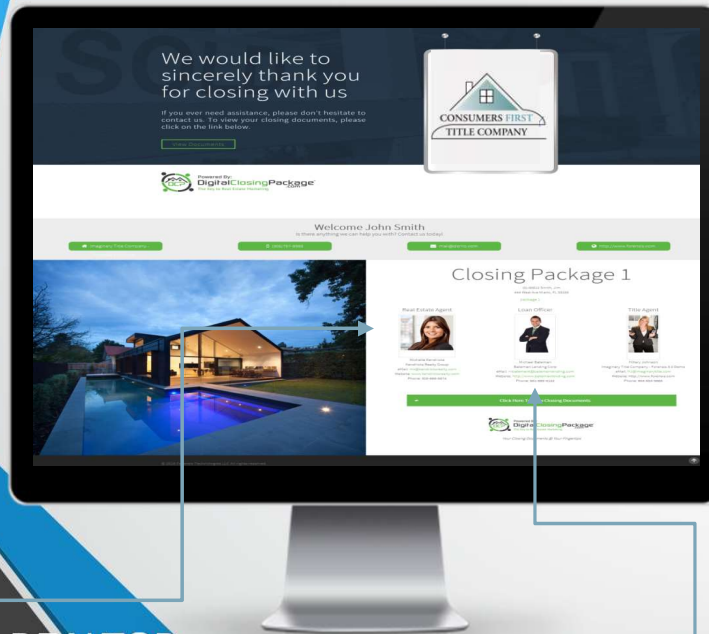
SELLER KEY



Consumer and/or Seller is provided a USB Key at closing

- Instead of paper copies or a CD, the consumer and/or seller is provided a branded USB key and business card holder at closing.
- The consumer is provided a platinum key and the seller is provided a gold key.

You will be marketed on the DCP site every time your clients log in.



REALTOR

LENDER

CLIENT TRANSPORTED TO A SECURE SITE

- When your clients insert their keys into their computers, they are transported to a secure site with instant access to their closing documents.
- Clients will also see your picture and contact information every time they login, which will keep you in front of them.
- Clients will be able to contact you directly from their site.

Your picture and contact information on all emails:



New Documents Have Been Uploaded Email

Property Anniversary Email

Happy Holidays Emails

Homestead Exemption Reminder Email

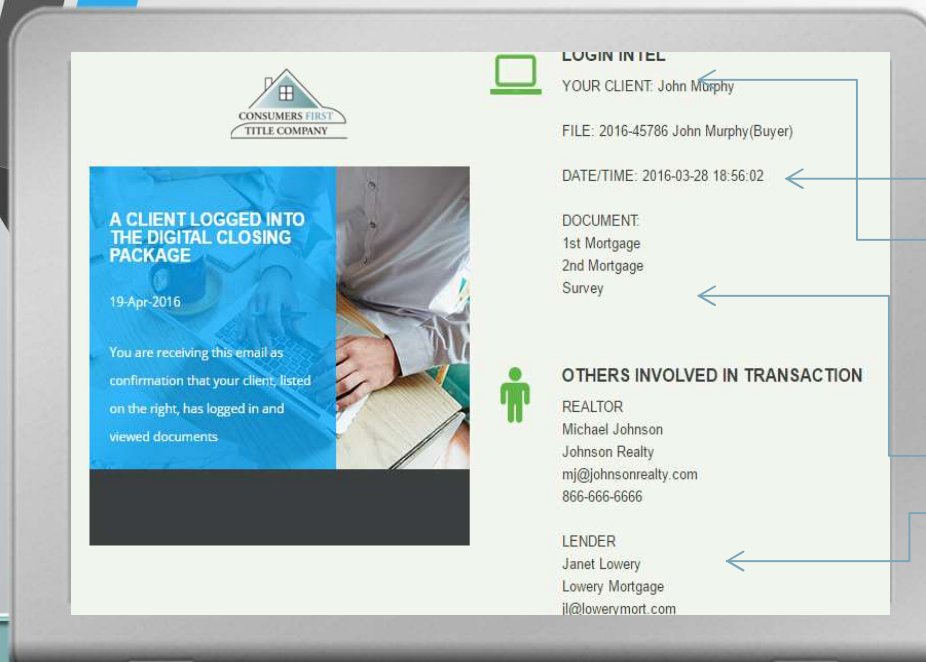
Real Estate Market Info Emails

We will keep you in front of your clients by including you on numerous emails each year...

For as long as they own their home.

EMAIL ALERTS WHEN CLIENTS LOG IN

Email is generated when a client logs in, which may be an indicator that they are back in the market



Each email provides:

- File Information
- Date and time when file(s) are opened
- The documents opened
- Others involved in transaction

You can be notified when clients log into the DCP, which may indicate buyer, seller or refinance activity

Contact us today to learn more about all the benefits the
Digital Closing Package will provide you!



www.cftitleco.com