



FREQUENTLY ASKED QUESTIONS



WHAT IS TOTAL EXPERT?

At Total Expert, our Marketing Operating System (MOS) provides the technology and resources to help loan officers and agents digitally connect with modern customers while building relationships that create customers for life.

HOW CAN TOTAL EXPERT HELP ME?

Total Expert features built-in tools that help real estate and mortgage professionals elevate their brands and sell more homes.

Through multiple channels, producers can deploy cost-effective strategies to generate more leads, improve conversion rates and establish their local brands.

WHAT IS CO-MARKETING?

Total Expert defines “co-marketing” as two or more, like-minded professionals or businesses working together to market to the same customer.

Co-marketing is a way for professionals to work together to build trust and rapport within their communities, while furthering their businesses through brand building efforts and strategic marketing campaigns.

WHAT KIND OF TOOLS ARE OFFERED?

Total Expert provides tools for CRM, marketing and co-marketing, and contact and lead management. These include our Lead Capture App, landing pages, publish-ready print marketing and a collaborative CRM that automates numerous touchpoints through the customer journey.

HOW CAN I CO-MARKET WITH THESE TOOLS?

The platform has built-in tools that make co-marketing simple and seamless. The print marketing feature, for example, allows loan officers and agents to select postcard and flyer templates, and co-brand them with images and logos.

Total Expert's patent pending Markup Tool calculates the exact space each professional is utilizing. A report is then generated showing the details, including pro rata cost allocations.

HOW MUCH DOES TOTAL EXPERT COST?

Loan officers and real estate agents can enjoy a co-marketing account for free. This account, which includes the Lead Capture App and collaborative CRM with publish-ready email drip campaigns, gives co-marketers the tools needed to grow their businesses and establish themselves as leaders in their markets.

Accept Your Invitation

Contact your co-marketer about getting started with Total Expert's complimentary features.

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