

MAKE YOUR PHONE RING GROW YOUR BUSINESS

PAY ONLY FOR THE LEADS YOU RECEIVE

CPL PROGRAM OVERVIEW

Let us bring them to you. Focus on sales and converting new homeowners to life-long customers with our exclusive low-risk, lead generation program.



HOW DOES IT WORK?

Your company needs sales and new homeowners are a very attractive segment for your business to grow but how do you reach them effectively? With our exclusive CPL program, we custom design your nuCard™ and deliver it directly to their door making sure you are the first business in your segment to contact them. What's more, we do all the work to get your phone to ring with interested buyers and you only pay for those leads you receive.



A STEADY LEAD PIPELINE

We aim to be your best sales employee. By bringing a steady lead pipeline to your business, you can focus your efforts on closing sales. Each prospect is qualified and must show interest in your product or service. Not only that but being new homeowners, they have the highest purchasing power and are ready to buy now. You just have to close the sale.



GET RESULTS

Unlike other forms of marketing or online advertising, our CPL program requires no advanced knowledge or deep expertise to obtain the most qualified leads. You simply sign up and we do the rest—it's that simple.

Discover a more effective way of driving leads to your business.

WHY YOU SHOULD FOCUS ON NEW HOMEOWNERS

The new homeowner is a powerful consumer. Although they just made a very costly investment, they still have purchase needs and they will spend—a lot! Within the first three months they will start establishing relationships with businesses around them and chances are they will continue to be lifelong customers after that. You have a narrow window of opportunity to claim them as a potential customer and we help you establish that relationship with them.



LEARN MORE ABOUT OUR PATENT PENDING TCPA COMPLIANT OPT-IN PROCESS



Each new homeowner in our database goes through a rigorous qualifying and TCPA compliant opt-in process to ensure legal compliance. You can trust that each lead delivered has met all legal checks for opt-in marketing.

Ask your sales representative about our compliant data process to learn more.

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nuHome[™]
P R O M O T I O N S

Call us today at **1.877.630.7209**

or visit us online at www.nuhomepromotions.com

Follow us online!



NEW HOMEOWNERS ARE READY TO BUY FROM YOU. CLOSE ON THEM FASTER.

YOUR BEST SALES PERSON. PERIOD.

As a Preferred Partner, we become your best new sales prospector. New homeowner leads are qualified and sent to you for closing. Expensive advertising and direct mail campaigns, that do not always work effectively, are a thing of the past. With our CPL program, you get warm leads coming to you within days of their closing, which ensures your business gets the first opportunity to make the sale.



72% OF NEW HOMEOWNERS WILL SPEND \$10,000-\$60,000 IN THE FIRST YEAR!

sourced from <http://www.4hmsi.com/why.aspx>

HERE IS WHAT HAPPENS



CREATING YOUR CARD

We work with you to create your unique offer and nuCard™ that will be distributed to the new homeowners in your service area. People love saving money so we make sure your offer is relevant to them.



DELIVERY OF THE WELCOME GIFT

We deliver your nuCard™ and the welcome gift box directly to the new homeowner's doorstep. Depending on market location, this can range from 700-13,000 deliveries per month.



PROSPECT ACTIVATION

The prospect activates their welcome box and the nuCards™ inside using TCPA compliant opt-in processes. We average almost one activation for every two boxes delivered across all of our markets.



PUSH MARKETING

Utilizing our proven methods, we act as your marketing and sales department by prospecting and qualifying the new homeowners for you. Once there is verified interest, we transfer the leads to you.



QUALIFIED LEADS TRANSFERRED

Once the buyer's interest and intent have been established, we transfer them over to close. We basically tee up all of your best opportunities letting you make sales and grow your business.



PAY FOR WHAT YOU RECEIVE

We make it easy to grow your business and deliver a higher ROI than many other lead generation programs. There are no upfront setup costs and per lead costs are based on your particular industry.

REAL RESULTS

A blinds and shutters business in Southern California that began utilizing our CPL program received 42 warm transfer leads in 5 business days. These were all new homeowners with qualified purchase intent.

About nuHome Promotions

Our mission is to deliver exceptional value by bringing together the everyday purchasing needs of the new homeowner with the products and services of their area businesses. We enable thousands of clients to compete more effectively by providing cost-effective solutions for lead generation that allow them to grow their business.

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