

BATTLECARD | SALES

For use when setting client expectations.

Logo
nuHome™

URL
www.nuhome.com

Founded
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Headquarters
Chandler, AZ

CEO
Matt Willes

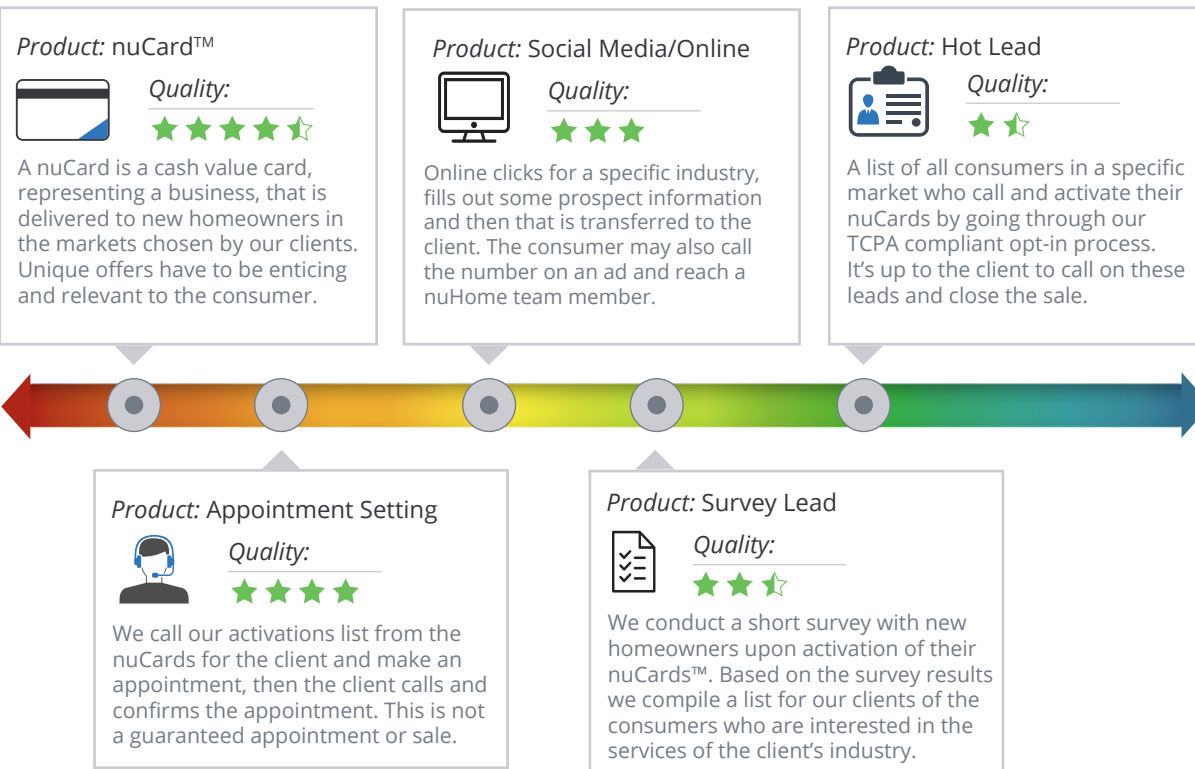
Our Consumer Mission:

We bring value to a new homeowner by introducing them to their new community and delivering offers and savings on products and services they are likely to purchase.

Our Client Business Mission:

We assist companies in growing their businesses through a proven mix of marketing and lead generation solutions; allowing them to connect with the new homeowners in their area.

Our Products & Services:



Why New Homeowners Are Important:

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. Clients have a narrow window of opportunity to claim them as a potential customer and we help you establish that important relationship.

A new homeowner is validated as a quality customer for multiple reasons. If they were able to purchase a home, they have a quality credit score and are financially in good standing. A consumer with a high credit score is the one that will pay their bills on time. We love validated, highly qualified customers.

NEW HOMEOWNERS SPEND 2.8X MORE THAN NON-MOVERS IN THE FIRST YEAR WITH MOST HAPPENING IN THE FIRST THREE MONTHS!*

*Sourced from Siniavskaja, Natalia, Ph.D. "Spending Patterns of Home Buyers". 12/4/08. HousingEconomics.com Special Study

★★★★★ = The quality of the lead for the client. Leads are not a guaranteed sale and will require work from the client.

Cost & Billing:

Premier Partner Fee:

- Monthly
- Only for CPL Service
- Starts when contract is signed
- In addition to the cost of the original lead

Clients are not charged for bad survey leads. A bad lead means that all information is not present, i.e. name, phone, address, and answered yes on the survey for the client's industry.

nuCard Subscription:

- 1-time activation fee
- 3- or 12- month subscription contract
- Auto-renewal on all subscriptions
- Must have written cancellation 30 days prior to renewal
- Cancellations should be sent to customerservice@nuhome.com or to a representative on their account

How to Find Success:

- Understand all the products and services we offer and combine them in a way that helps the client with their goals
- Create the best offer with the client:
 - Offer that is realistic and valuable to the consumer to make them come back to the client for life-long relationship
 - 62% of sales for a small business are from reviews and referrals; build a reputation by making consumers happy
 - While the client may not make the highest margin on initial job from the card, if the consumer is happy with the product they will talk about it with people they know and most likely will turn into more appointments on other jobs for the client.
- Learn from best practices for turning a lead into a sale with our scripts and over the phone tips and tricks (CSS team).
- Use sales tools: ROI Calculator, Product Sheets, Thank You Cards, Rate Cards, etc.
- Investment for the client, patience and partnership, in the long-term will result in the best ROI for the clients company.
- For quick turnaround have all nuCard designs ready to send off – see nuCard guidelines for requirements*

What Are the Next Steps:

- ✓ Make sure the DocuSign was signed and sent in
- ✓ Inform the client that they will be contacted by Sales Admin or a Customer Service Representative for account setup
- ✓ Send client nuCard artwork guidelines
- ✓ Sales Admin will work with client to develop artwork for nuCard
- ✓ If there is no response for 72 hours on the artwork process it will be automatically approved
- ✓ Once the card is active retention team will follow up with client for service review

Current National Clients



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Culligan



Remember!

The most important part about our company is that we have complete transparency with our clients about our products and the onboarding process. The more transparent we are the more likely they are to find success and become life-long partners.