



## Increase exposure of your listings and capture more qualified leads in less time.

Turn “just lookers” into serious homebuyers with Fifth Third’s powerful new interactive marketing service, Home Info Direct. Home Info Direct increases exposure of your listings, by allowing buyers to request instant property information about your listing, directly from their mobile telephone, day or night, in either English or Spanish. It’s fast, efficient and you’ll never have to worry about the “property listing flyer box” being empty.

Home Info Direct combines the Internet, signage and print to create a unique and interactive sales experience that helps put more business in your pipeline—schedule more showings, acquire more new listings and sell more homes faster.

### How Home Info Direct works.

With Home Info Direct, Fifth Third provides access to signage that contains a toll-free call-in number and a unique code for homebuyers to access information about your listing. A single call the potential buyers can learn more about a home, 24/7 and connect directly to you to schedule a showing or leave a message. On the same call, homebuyers can browse your listings, access the

Fifth Third monthly payment calculator and speak to a Fifth Third Mortgage Loan Originator.

### Real Estate Agent Advantages

- **Fast connection**—Callers can transfer directly to your personal phone number to talk live. If you are unavailable to accept the call, Home Info Direct service notifies you by either email or page that you have a call holding or a client message waiting.
- **Capture new clients**—Catch prospects early in the buying process before they establish an agent relationship.
- **Proactive lead tracking**—Receive an immediate report of every call for fast follow-up via an Internet-based tracking.
- **Simple and economical**—No hardware or software to buy or maintain.
- **Easy editing**—Instant updates to your property presentation on-line or by phone 24/7.
- **Enhanced marketing**—Add interactive power to signage, ads and mailings.



*Fifth Third*  
**HOME SALES  
CONNECTION**  
*For Real Estate Professionals*



## Home Info Direct signage

Available as a stand-alone or as a topper for your own signs, Home Info Direct signage contains a toll-free call-in number plus a unique code for home buyers to use to access information about your listing.

The phone number and code can also be used in advertising, direct mail and

other media. Once the house is sold, you can reassign the code to another home instantly.

## Property and mortgage information

When the home buyer dials the Home Info Direct number and enters the property code, they can access the following information via a touch-tone search engine:

- General description of the house and the price
- MLS ID and the home's square footage
- Open house schedule
- Internal features: bedrooms, updated bathrooms, etc.
- External features: professional landscaping, fenced yard, etc.
- Community amenities: park nearby, sidewalks, etc.
- Estimated monthly mortgage payment calculation
- Press 1 to reach the real estate agent directly at any time throughout the call
- Press 2 to speak directly to a Fifth Third Mortgage Loan Originator
- Leave voice mail for the agent or lender

## Activity trend and call detail reporting

Home Info Direct reports can be downloaded 24/7 from any computer with a connection to the web. Reports are auto-formatted (PDF) for easy printing and e-mailing, with access to six months of archived history. Four kinds of reports are available:

### Trend Report

- Provides daily/monthly total snapshot
- Differentiates serious inquiries from "just-lookers"
- Easy-to-read format
- Keeps homeowners informed

### Call Detail Report

- Delivers caller ID and caller name
- Indicates to whom call was delivered
- Reports caller's language preference
- Tracks inquiries by media source (up to 10 sources)

### Activity Overview Report

- See month-to-date activity on multiple properties at a glance
- Trace code ownership by Agent
- Make efficient use of code inventory

### Downloadable activity reporting (non-PDF)

- Detail-rich inquiry reporting
- Downloaded into Excel
- Easily imported into other databases
- Sort and filter information as required

## Make the connection today!

Find out how easy it is to put Home Info Direct to work for you and your clients. Contact your Fifth Third Mortgage Loan Originator to learn more about how Home Info Direct can connect you to more buyers immediately.