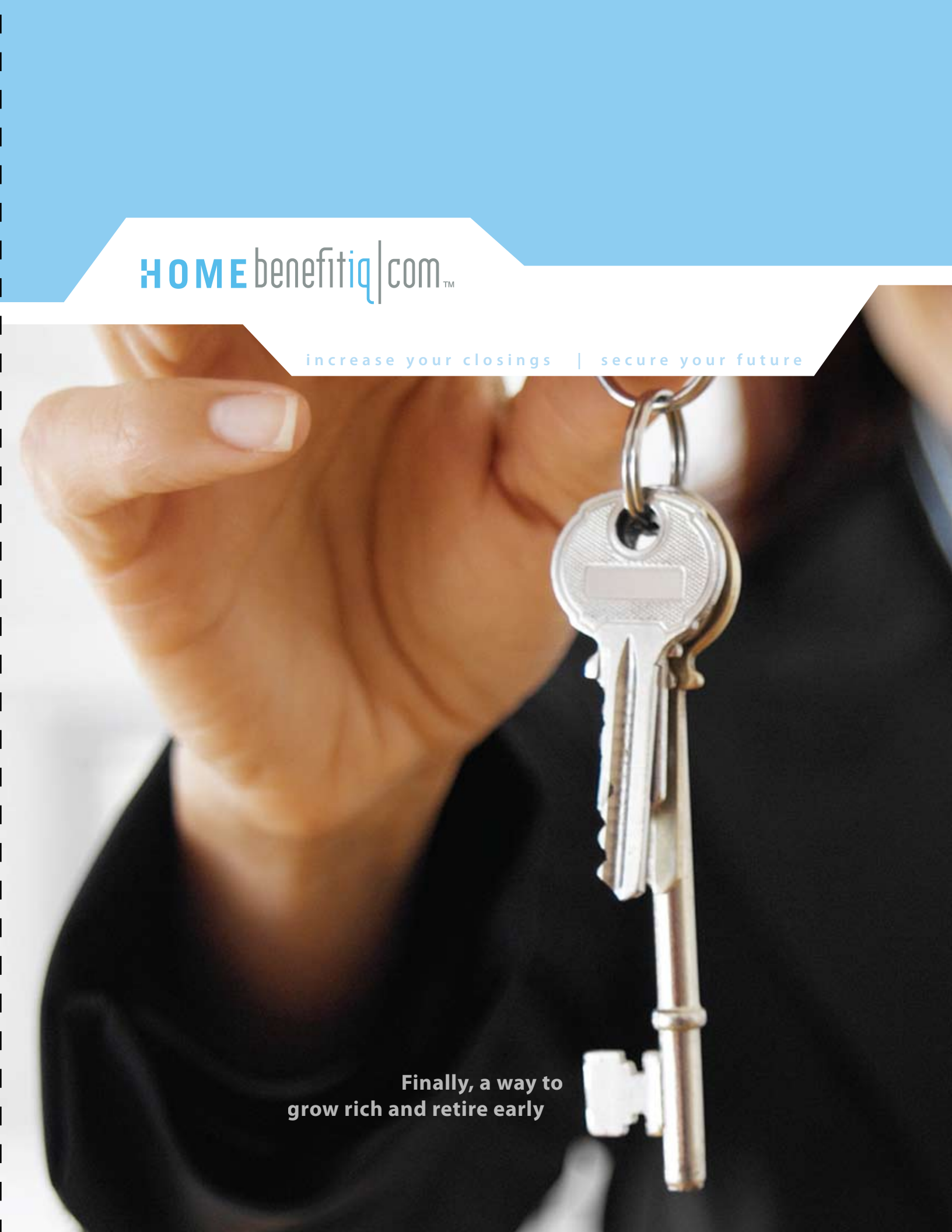


HOMEbenefitiq|com™

increase your closings | secure your future

Finally, a way to
grow rich and retire early



IN TIMES OF CHANGE, HOW ARE YOU GOING TO SOURCE NEW BUSINESS?

Don't allow fluctuations in the market to dictate your paycheck. Every mortgage and real estate professional knows that success depends on filling their pipeline with qualified prospects. As competition increases, HomeBenefitIQ offers an intelligent strategy for achieving a competitive advantage that generates long-term relationships with quality clients.

Every day, you pass by untold opportunities. Every business, large or small, is full of buyers and sellers, all in need of your expert advice. The challenge has been how to reach them.

Reach new customers through business-to-business marketing.

With benefits like health care soaring year after year, many companies seek ways to provide benefits to their employees without incurring additional costs. HomeBenefitIQ is designed so that you or your company can fulfill this need.

HomeBenefitIQ provides the tools you need to realize your potential and become the leading real estate benefit provider in your community. HomeBenefitIQ is tailored to the needs of mortgage and real estate professionals and combines a pre-formatted presentation, customizable marketing materials, training, and cutting edge, web-based marketing tools. Together, these components dramatically increase your ability to reach out to large numbers of potential customers while reducing the time and costs of marketing.

HomeBenefitIQ enables you to package your services as an employee benefit. Now you have the opportunity to develop long-term, repeat customer relationships that can generate stable revenue even when the market changes. You become the trusted advisor for hundreds or even thousands of employees.

Become a corporate real estate benefit provider to employers and associations.

With HomeBenefitIQ, you or your entire company can create valuable relationships with the decision makers at businesses and organizations of all sizes. Create win-win solutions for all stakeholders:

- **You:** extend your reach to every employee as well as their families and friends
- **Human resource managers:** receive an opportunity to offer employees a benefit at no cost to their company
- **Employees:** have convenient access to a corporate real estate benefit provider that can offer competitive professional services, savings, and education

HomeBenefitIQ can support you or your entire company. You can benefit by dramatically increasing prospecting opportunities while reducing the cost of marketing. An owner/manager/broker can also benefit by:

- Increasing closings
- Recruiting top talent
- Providing a new lead generation tool
- Generating more revenue

Getting started is easy: visit BenefitIQ.com



HomeBenefitIQ is a flexible system that is designed to increase your productivity.

HomeBenefitIQ provides:

- Comprehensive training
- Professional presentation materials
- An easy to use, affordable, and simple way to implement a turnkey solution
- A comprehensive suite of web-based tools, each designed to increase your productivity and closings
- Automatically generated, secure, and personalized web sites for each employer or association
- Online management capability that enables you to manage your web sites from anywhere internet access is available
- Automated e-mail alerts when you receive an online inquiry



Improve your effectiveness with HomeBenefitIQ professional, personalized sales support collateral.

Increase business and drive up revenue by becoming a HomeBenefitIQ member.

Getting started is simple:

- Act now by visiting www.BenefitIQ.com to learn more and subscribe
- Set up your personalized web sites with our easy-to-use online tools
- Receive your marketing support materials
- Schedule calls with human resource managers

HomeBenefitIQ provides comprehensive training and support needed to make a winning presentation. Once a relationship has been established, HomeBenefitIQ enables you to quickly and easily create a custom web site to reach out to every employee within the company.

You have the opportunity to be the corporate real estate benefit provider for every employee who needs to buy, sell, or refinance. HomeBenefitIQ subscribers can also reach out to employees by using customized sales materials such as:

- Workplace posters
- Welcome letters
- ID cards for each employee
- Monthly e-newsletters
- Lunch-and-learn mini-seminar guides
- HR brochure
- Payroll inserts

