



|| PALMETTO MORTGAGE GRP (GREENVILLE)

OVERVIEW



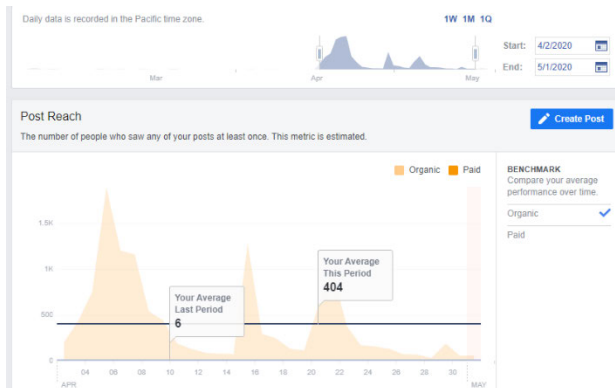
Although we are saddened by your decision, we do desire that you be successful in your business. It is our heartfelt desire to see your business continue to grow and flourish even if it is not with us.

Contract Requirements

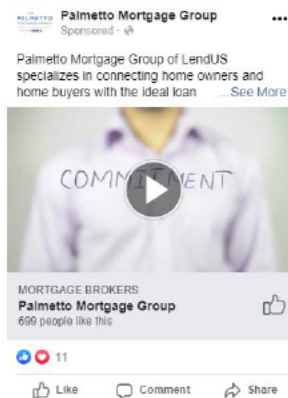


Analysis thus far

We took on the social media marketing starting April 1 2020. At which time your facebook page had a total of 600 likes and 590 followers. Currently after 1 month you have 689 page likes and 677 followers. You have increased in likes by 13% and in followers by 14%. Prior to us taking on the marketing on social media you averaged 1 like per month for your posts; 0 shares and less than 5 posts per month and an average reach of 6 people over the entire time (Jan-March). In the month of April after we took over your FB management you average 19 likes and 15 posts per month and an average reach of 404.



This image shows the organic results for the post reach from April 2 to May 1.



During our first few months with our new paying clients we re-invest in some posts by boosting them free of charge to the client. The goal of the promotion was facebook page likes. The results are depicted in the images above. 10 new facebook page likes, 1,820 impressions and 219 people taking actions – in 4 days of the boost.

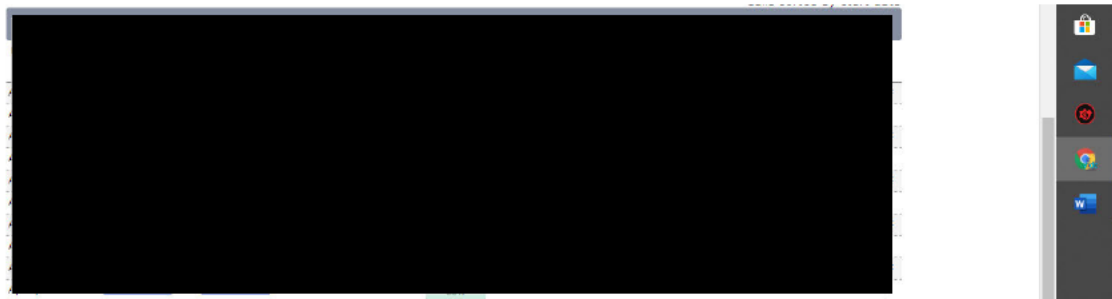
The boosted post was Nate’s video about Palmetto Mortgage.



Funnel and Site Management

Your funnel page (<https://mypalmettomortgage.com>) does not have enough data due to the length of time. Currently (not a full month) there has been 438 visits 89% coming from Facebook. The rest are direct links which usually are from someone who perhaps saves the page to review later. It has not yielded in any leads.

Your toll free number analytics shows the following results:



5 potential lead calls in 8 days.

You can retain the 800 number 




[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

We do not want the videos you used to go to waste as they have the 800# and domain mypalmettomortgage.com on it. We can go through all the 18 videos listed and change them to what you would like. The cost for this is [REDACTED]

Video title:

The Mortgage Process

~~Credit Myth (chopping for lender) (removed due to request)~~

~~The FHA Loan (removed due to request)~~

Self-Motivation in Mortg. Biz

Pre-Qualification vs Pre-Approved

USDA Loans

When Working with Palmetto what to expect

Credit repair Basics

Home Purchase as a Entrepreneur /Self Emp.

The VA loan

Palmetto Team Req's (what we look for)

The Mortgage Process (overview)

Palmetto 3 Tier Commitment to You (client)

Do You really need a Deposit?

Industry Perspective (client view)

Tips To Protect your Home

When does Equity Start?

My First Home Purchase (Jon)

Home Renovation Loans

About Palmetto

Again we thank you for your business and desire that your business continue to succeed in its endeavors. We desire that your team continue to expand their reach and impact our community with the excellent services you offer.

Marc Garcia

President

Nueva Vida Media LLC