



Fort Dox Links: Cloud-based document storage and title

marketing service

Core Features:

- > Digital closing file for consumers
- > Drip marketing for agent's originators
- > Secure Cloud software platform

Sample Buyer Links webpage







Drip Marketing Engine

Links email delivery system

- > Welcome email for consumers
- > New file upload notification for consumers
- > Welcome email for realtors/lenders
- > Realtor/lender notifications (lead alerts)
- > Homestead reminder
- > Tax season reminder
- > Loan amortization schedule
- > Rate drop notification
- > Rate reset reminder (ARMs)
- > Recent sales (powered by Zillow)
- > Referral requests for the seller's agent
- > Surveys (PDF reports/Excel dumps)
- > Custom content options (e.g. agency newsletter)

Customizable email delivery triggers & detailed delivery and click thru reporting





Lenders notified by

consumers access the closing files or

email when

email pieces

Fort Dox Links



Dear John Doe ,

Remember to file for your Homestead Exemption before the deadline. In some states you may need to take your warranty deed with you.

If you have guestions, or if we may be of service again, please contact us via phone or email. We are always here to help.

Sincerely, Demo Title

View Your Closing Documentation Now - Click Here

Your Real Estate Professionals:





Jane Jolson BCD Lenders Lender \$\$\$55-555-5551 🔤 <u>Email</u>

S Website | f 🕒 🔪 🖂

DEMO

TITLE, INC.



Unsubscribe

Miami, FL 333431 (555) 555-5555

Sincerely,

Demo Title 123 Main Street

Powered By Fort Dox Links





Design surveys and report on the

results

Eort Dox Links





Thank you for closing with us. In our continuing efforts to improve the new home closing experience, we ask you to complete our online survey to help us assess the quality of our service. Your recent experience affords you a unique perspective to help us improve by taking the time to complete the survey. We value your input and gratefully ask for your candid response. Your answers will help us evaluate the quality of our service, make needed changes and recognize employee excellence.

Click Here to complete our Customer Satisfaction Survey

We look forward to your comments, appreciate your business, and look forward to working with you again!

View Your Closing Documentation Now - Click Here

Your Real Estate Professionals:





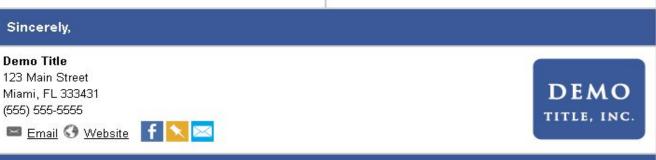
Jane Jolson BCD Lenders Lender & 555-555-5551

📼 <u>Email</u> 🔇 <u>Website</u>



DEMO

TITLE, INC.



Unsubscribe

Powered By Fort Dox Links



Brit the Survey



DEMO TITLE, INC.

Customer Satisfaction Survey

Demo Title is pleased to have been part of your recent real estate transaction and thank you for the opportunity to provide your title and escrow services.

In our continuing efforts to improve the new home closing experience, we ask you to complete the survey below to help us assess the quality of our service. Your recent experience affords you a unique perspective to help us improve by taking the time to complete the survey below. We value your input and gratefully ask for your candid response. Your answers will help us evaluate the quality of our service, make needed changes and recognize employee excellence.

We look forward to your comments, appreciate your business, and look forward to working with you again!



1. Your Escrow Team responded to calls or emails promptly (5 being Quick Responses and 0 being Slow Responses)									
0 5	4	3	Q 2	O 1	0	🔘 N/A			
2. Your Escrow Team treated you in a respectful manner (5 being Respectful and 0 being Disrespectful)									
○ 5	Q 4	О з	Q 2	Q 1	0	🔘 N/A			
3. Your Escrow Team communicated with you throughout the closing process (5 being Well Informed and 0 being Poorly Informed)									
5	O 4	O 3	Q 2	O 1	0	🔘 N/A			
4. Your Signing	Appointment with your Es	crow Team was a positive	and comfortable experien	ce (5 being a Positive Exp	perience and 0 being a Neo	gative Experience)			
0 5	04	О з	O 2	Q 1	0	🔘 N/A			
5. Were your questions regarding the escrow process explained in a thorough manner (5 being Very Thorough and 0 being Not Very Thorough)									
○ 5	0 4	О з	Q 2	Q 1	O 0	🔾 N/A			
5. Would you recommend Demo Title to others?									
O Yes O No									
7. Could we have done anything to serve you better? Was there anyone that was particularly helpful and how? Tell us what you really think:									
	 5 2. Your Escrow 5 3. Your Escrow 5 4. Your Signing 5 5. Were your que 5 5. Were your que 5 6. Would you re Yes 	5 4 2. Your Escrow Team treated you in a resp. 5 4 3. Your Escrow Team communicated with. 5 4 4. Your Signing Appointment with your Esc. 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 6 4 6 4 7 4 6 4 7 4 7 4 8 4 9 4 9 4 9 4 9 4 10 4	5 4 3 2. Your Escrow Team treated you in a respectful manner (5 being Reling 5 3 5 4 3 3. Your Escrow Team communicated with you throughout the closin 3 5 4 3 4. Your Signing Appointment with your Escrow Team was a positive 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 5 4 3 6 4 3 6 4 3 7 4 3	5 4 3 2 2. Your Escrow Team treated you in a respectful manner (5 being Respectful and 0 being Disr 5 4 3 2 3. Your Escrow Team communicated with you throughout the closing process (5 being Well Ir 3 2 3. Your Escrow Team communicated with you throughout the closing process (5 being Well Ir 5 4 3 2 4. Your Signing Appointment with your Escrow Team was a positive and comfortable experien 5 4 3 2 5. Were your questions regarding the escrow process explained in a thorough manner (5 bein 5 4 3 2 6. Would you recommend Demo Title to others? 9 9 9 9 9	5 4 3 2 1 2. Your Escrow Team treated you in a respectful manner (5 being Respectful and 0 being Disrespectful) 5 1 5 4 3 2 1 3. Your Escrow Team communicated with you throughout the closing process (5 being Well Informed and 0 being Poort 5 1 5 4 3 2 1 4. Your Signing Appointment with your Escrow Team was a positive and comfortable experience (5 being a Positive Expositive Expositions regarding the escrow process explained in a thorough manner (5 being Very Thorough and 0 being 5 1 5. Were your questions regarding the escrow process explained in a thorough manner (5 being Very Thorough and 0 being 5 1 6. Would you recommend Demo Title to others? No	5 4 3 2 1 0 2. Your Escrow Team treated you in a respectful manner (5 being Respectful and 0 being Disrespectful) 1 0 5 4 3 2 1 0 3. Your Escrow Team communicated with you throughout the closing process (5 being Well Informed and 0 being Poorly Informed) 0 5 4 3 2 1 0 4. Your Signing Appointment with your Escrow Team was a positive and comfortable experience (6 being a Positive Experience and 0 being Not Very Thorough) 0 5 4 3 2 1 0 4. Your Signing Appointment with your Escrow process explained in a thorough manner (6 being Very Thorough and 0 being Not Very Thorough) 0 5 4 3 2 1 0 5. Were your questions regarding the escrow process explained in a thorough manner (6 being Very Thorough and 0 being Not Very Thorough) 0 5 4 3 2 1 0 6. Would you recommend Demo Title to others? No No No			

Submit the Survey





Realtors and Lenders manage their own contact info, social media links, and picture using a Dashboard



Fort Cox Links

Edit Links Reports Logout

Fort Dox Links appreciates you keeping your information and picture current. This is important so Buyers/Sellers will be able to contact you when looking at their documentation. This will market you to past Buyers/Sellers who may be looking to refinance or purchase a new home. You can also view your Links - <u>Click Here</u>

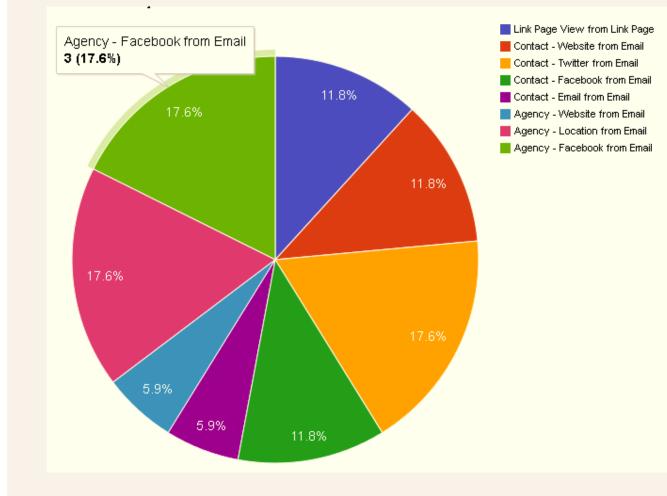
Email Address (Login):	abcrealtor@fortdoxlinks.com	3	Phone Number:	555-224-7676	
New Password:			Web Site / Link :	www.example.com	
Re-Type Password:			Facebook Link :	example	
			Twitter Link :	example	
Company Name:	ABC Realty				
Last Name:	Hansen		MLS Link :		Remove Picture
First Name:	Jamie		Quote (will be displayed on your Contact Car	rd):	
Display Contact Name:	Jamie Hansen		Best customer service around!		
Street Address:	10345 East Parker Road				
Apt/Suite:	Ste 111				
Postal/Zip Code:	80206		Disable Email Notifications:	No 🗾 🕜	
City:	Denver				
State/Province:	CO		Disable Email Messages:	No 🔽 🕜	
			Allow Title Agent To Update My Information:	Yes I O	





Click Reports

Click reports for the agency and originators to determine what contact info and social media is driving consumer activity







Security & Compliance

- > Links hosted on Amazon's (AMZN) AWS Cloud
- > Rated #1 Cloud Services Provider*
- > Real-time failover & backup across multiples zones
- > All transmissions encrypted
- > Meets CFPB standards for secure communications
- > Meets SOC I, II, and III compliance standards
- > GLB compliance



*Gartner Group 2012





Benefits Summary

Title Agent

- > Reduces paper costs and customer service
- > Rewards professional customers and helps recruit new ones

Consumer

- > Receives storage and access to digital closing documents
- > Receives useful real estate marketing information on a regular basis

Real Estate agent

- > Keeps contact info in front of consumer; lifetime marketing
- > 84% of homebuyers would reuse their agent; yet only 11% do*

Lender

- > Keeps contact info in front of customer; lifetime marketing
- Average US homeowner refinances every 4 years**

*National Association of Realtors **Mortgage Bankers Association