



what differentiates the best

**HOW TO MARKET YOUR
BUSINESS ONLINE (WHILE
STAYING COMPLIANT)**

from the rest

CHELSEA STEVENS, ADVERTISING MANAGER

OUTLINE

- INTRO
- CONNECT & ENGAGE
- KEY FACTORS
- COMPLIANCE
- OPEN FORUM





01

ENCOURAGE
YOUR AUDIENCE
TO KNOW, LIKE,
AND TRUST

CONNECT AND ENGAGE

the best marketers

**1.
FOCUS ON
THEIR CUSTOMERS**

**2.
BUILD THEIR
BRAND'S STORY**

**3. UTILIZE
CONTENT
MARKETING**

**4. GET THEIR
BUSINESS FOUND
USING SEO**



2

KEY FACTORS FOR GREAT CONTENT MARKETERS

content marketing

the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself.

buyers and consumers are already searching the web for answers that your brand is uniquely positioned to offer:

the average buyer guides themselves through **60% to 90%** of the traditional sales funnel before ever contacting a brand or salesperson

consumers spend an average of **79 days** conducting online research before a big purchase.

81% of shoppers research online before setting foot in a store



KEY FACTORS

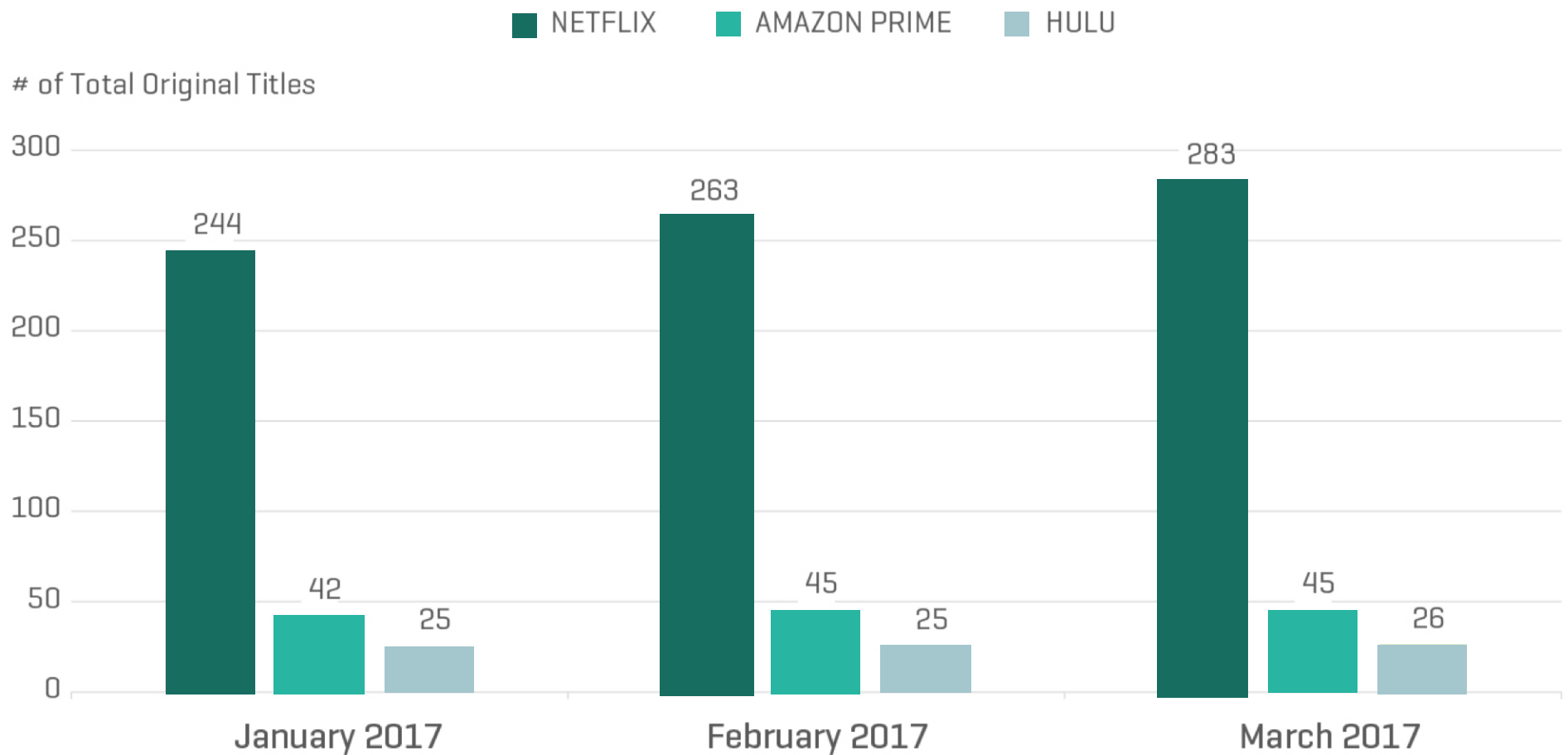
WILLINGNESS
TO CHALLENGE
"BEST PRACTICE"

INVESTMENT
IN
ORIGINAL
CONTENT

EMBRACE YOUR
INSIGHTS

the netflix model

Netflix, Amazon & Hulu - Original Titles



03

REAL ESTATE
COMPLIANCE



RESPA & COMPLIANCE LAW

(Real Estate Settlement Procedures Act)

The Act requires lenders, mortgage brokers, or servicers of home loans to provide borrowers with pertinent and timely disclosures regarding the nature and costs of the real estate settlement process. The Act also prohibits specific practices, such as kickbacks, and places limitations upon the use of escrow accounts.

How does RESPA affect you and your advertising?

- Sharing the cost of cobranded marketing material with your lender(s)

What are some things to avoid when marketing and advertising?

- Advertise false or misleading content to buyers / potential buyers
- Offer a monetary reward or gift in exchange for reviews
- Cannot use a discriminatory advertising practice or steering
- Mentioning trigger terms like specific finance amounts

What should be included in your advertising material?

- Name
- License Number
- Company
- Equal Housing Logo

about the presenter

Chelsea Stevens is a graduate of the University of Michigan. She is the advertising manager for Success Mortgage Partners, Inc. and is well-versed in advertising compliance laws for real estate and mortgage lending for the U.S. and most of its states. Chelsea also works with real estate and mortgage professionals on branding themselves and their businesses to pinpoint their target market.



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A large green maze with a path leading to a dense forest. The maze is composed of tall, neatly trimmed hedges. The path starts from the bottom center and winds through the maze towards a dense forest in the background. The overall scene is lush and green, with a dark, dense forest in the background.

**THAT'S
A WRAP!**

ANY QUESTIONS?