

# Frequently Asked Questions

## **What is Total Expert?**

Total Expert is an enterprise-grade marketing and customer engagement platform purpose-built for financial services. Total Expert helps mortgage lenders and real estate agents drive growth and create customers for life.

## **How can Total Expert help me?**

Total Expert helps sales and marketing teams orchestrate customer experiences with CRM, marketing, and compliance capabilities. Total Expert users generate leads and referrals, create more repeat business, and build a strong brand.

## **What is co-marketing?**

Total Expert defines “co-marketing” as two or more like-minded professionals or businesses working together to market to the same customer. Co-marketing is a way for professionals to work together to build trust and rapport within their communities, while growing their businesses.

## **What kinds of tools are offered?**

Total Expert provides CRM and marketing tools. These include lead and contact management, Lead Capture Apps, Single Property Sites, print marketing, and direct mail.

## **How can I co-market with these tools?**

The platform has built-in tools that make co-marketing simple and seamless. The print marketing feature, for example, allows loan officers and agents to select postcard and flyer templates, and co-brand them with images and logos. Total Expert calculates the exact space each professional is utilizing for compliant cost splitting.

## **How much does Total Expert cost?**

Co-marketing partners can enjoy a limited account for free. This account gives co-marketers the tools they need to grow their businesses, establish themselves as trusted advisors, and build their brand.

**Contact your referral partner to learn more.**