LEAD2LEASE

Email Template Catalog

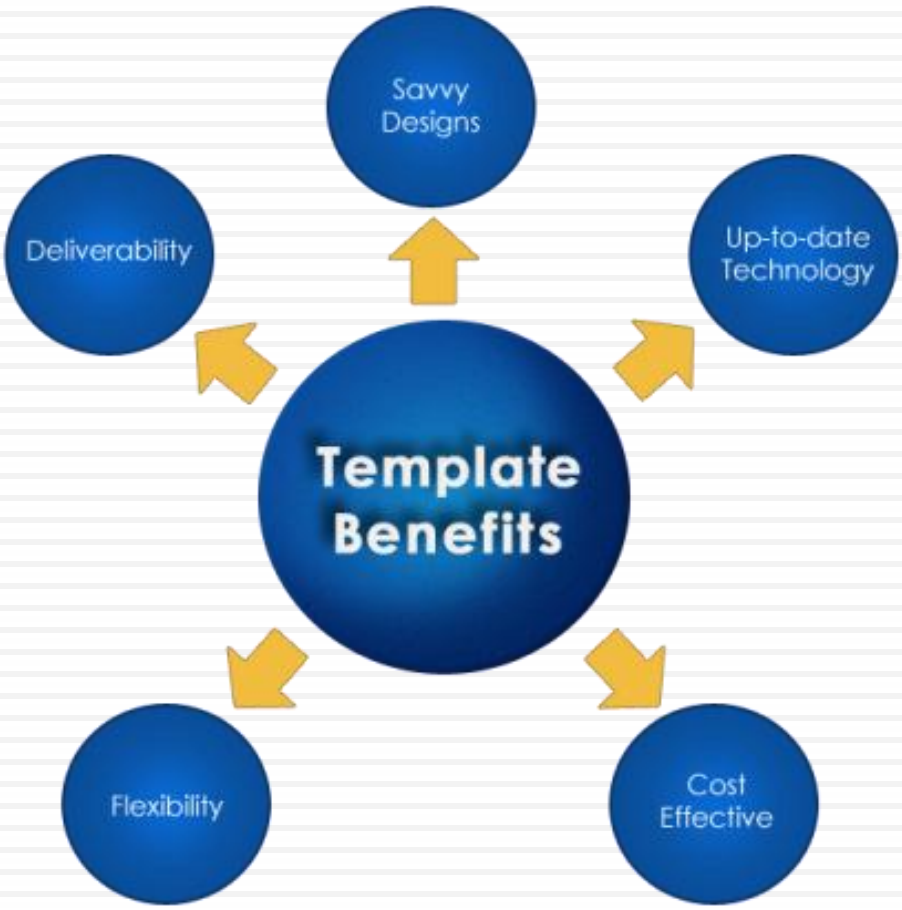
2 Overview

Lead2Lease Email templates provide the basis for its graphic rich Auto Responder as well as any outbound email sent to prospects from within the system. The templates shown in this catalog have been designed to complement the various property types such as traditional, elegant, trendy, urban etc. Additionally, they are carefully constructed to include the latest in emailing best practices to provide the highest delivery rate possible.

Each template offers a variety of color schemes and they can accommodate one or more property photos. Please choose the color scheme carefully with consideration to how it will blend with your property photos.

The logo placeholders have been strategically placed for maximum visibility to create a semi-customized feel. Because of the high possibility of colored logos clashing with the color scheme of the templates, we recommend that you use a "knock out" (all white) logo in the majority of these templates. If you are able to find a template that harmonizes with your logo's colors, colored logos can be used. There are also several templates that have a white background in the logo area. These templates are more likely to be able to accommodate colored logos.

Objectives


Savvy Designs
Deliverability
Up-to-date Technology
Template Benefits
Flexibility
Cost Effective

Presenting our collection of Email Templates

Simplicity 6

Traditional 7

Living Social 8

Fashion Sense 9

Presenting our collection of Email Templates

Cosmopolitan 10

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- Simplicity
  - FEATURES:
    - 800 pixels width
    - 4 layouts, 2 color variations
    - One property image and property logo (optional)
    - Compatible with major email readers

Traditional

(Storm, Desert, Wind)

FEATURES:

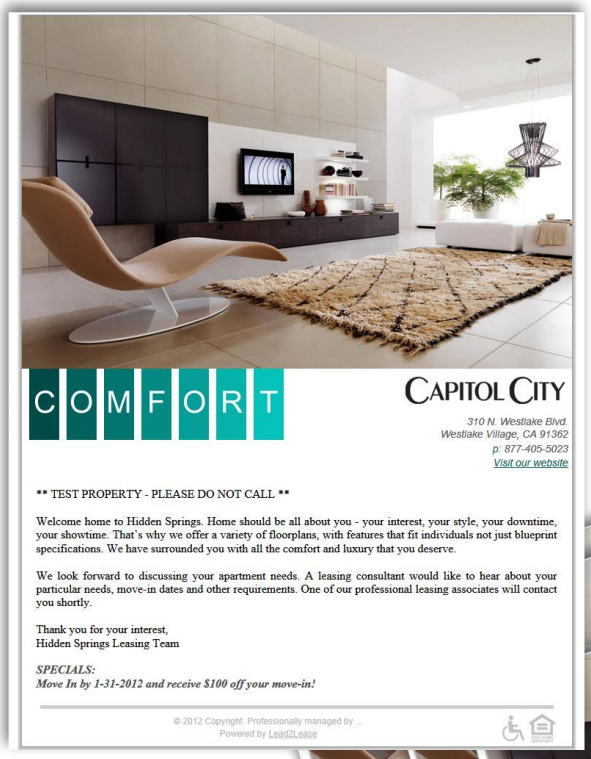
- 750 pixels width
- 2 layouts, 3 color variations
- Availability to incorporate two property images
- Compatible with major email readers

- *Living Social*
  - FEATURES:
    - 750 pixels width
    - 2 layouts, 10 color variations
    - Presence of Social network icons
    - Three property images and property logo (optional)
    - Compatible with major email readers

Fashion Sense

FEATURES:

- 750 pixels width
- 1 layouts, 6 color variations
- Compatible with major email readers



- Cosmopolitan…
  (Comfort, Luxury, Relax, Style)
  - FEATURES:
    - 750 pixels width
    - 1 layout, 5 color variations
    - One property image and property logo
    - Compatible with major email readers

Urbana

FEATURES:

- Landscape: 930 pixels width
- Portrait: 679 pixels width
- 2 layouts, 5 color variations
- One or three property images, depending which layout is chosen
- Compatible with major email readers