

# Trufla Pricing and Exclusive Discounts for IBAO Members

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## FREE SEO Audits

A website audit is a great way to understand where your brokerage could improve digitally—and it's the first step in creating a roadmap for success online.

Trufla will run a **FREE SEO-focused audit** for all interested IBAO members.



## truWeb

Trufla's truWeb platform has been developed to fit Brokerages of all sizes, regardless of their digital presence and aptitude. truWeb allows brokers the ability to modernize their website, optimize it for lead generation and maintain it consistently so they stay up to date.

**50% OFF** All set-up fees



## truWeb Lead Generation

A key challenge for any broker is attracting qualified leads to their website. Search Engine Optimization (SEO) and Google Ads are the two most common channels you can utilize for gaining targeted traffic. Trufla can help you gain new leads by developing and executing SEO and Google Ad Programs.

**30% OFF** a Custom SEO Program for an ongoing SEO campaign, for defined keyword and geography (adjusting bids to maximize conversions, optimizing keywords, monitoring and landing page feedback, in-depth monthly reporting with actionable insights into how to drive more lead volume and improve closing ratios)

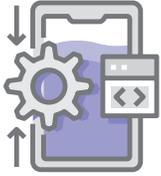
**25% OFF** Google Ads Account Setup (includes initial setup, additional keyword research, conversion tracking setup, campaign and ad copy setup)



## truLeads

The biggest reason leads don't become customers is because they get lost in the shuffle and fall off the radar causing a high cost of acquisition. truLeads is our simple lead management and marketing automation solution that allows brokers to nurture their leads and maximize conversion. Flexible and simple, it allows your sales team to successfully manage a large number of leads, while building a relationship with the end client through automated text and email messages.

**50% OFF** all set-up fees



## truMobile

truMobile produces refined, innovative and easy to use mobile apps that facilitate a self-serve model for your brokerage by providing your customers with access to their information anytime, anywhere. The intuitive interface extends into a web portal, allowing customers additional choice. The platform, mobile app and customized communication with clients will help drive brand loyalty and improve customer retention.

**60% OFF** all set-up fees



## truConsult

Many brokers want to invest in digital, but don't know where to begin or how to do it. With so many options, it can be overwhelming. truConsult offers clarity for brokers who have a desire to invest in their digital future by providing guidance on how to act moving forward. We are a team of experienced digital consultants that bring expertise to the brokerage digitization decision-making process. By engaging with the truConsult team, a broker is better equipped to make well-educated decisions that save time and money.

**50% OFF** all consultation services when bundling two or more services together.