

*Earn dollars for your next marketing campaign*

# PRO-Funds from Construction PRO

Construction PRO from Builders Capital Mortgage wants to help you close more loans! When you enroll, you get more than just newsletters and builders leads. You'll get a free PRO-Funds account to use for your next construction loan marketing campaign.

## How PRO-Funds works

For each loan you close with Builders Capital Mortgage, we will contribute **\$500** to your PRO-Funds account. When you're ready to do your next construction loan marketing campaign, send us a proof for approval, then we'll reimburse you with a check from your PRO-Funds account. It's that simple!

## How to use your PRO-Funds

- Build your mailing list. Need help? Download the latest leads of builders in your region who have applied for permits from your weekly Builder Leads email (optional)
- Develop your next marketing piece (direct mail or advertising) with your marketing firm
- Include the "Construction PRO" logo on the marketing piece



- Promote residential construction loans in the marketing piece
- Submit a proof of your marketing piece to [tracyc@builders-capital.com](mailto:tracyc@builders-capital.com) for approval
- Submit invoices for production and proof of delivery within 30 days of completion
- Receive a check that covers the cost of your marketing, up to the amount available in your PRO-Funds account

PRO-Funds accounts are updated quarterly.

**Not a Construction PRO member? Sign up now** to start logging your loan volume with us and earn credits toward your next marketing campaign!

**Questions?** Contact Tracy at [tracyc@builders-capital.com](mailto:tracyc@builders-capital.com) for more information.



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