

# Introducing First Person

It doesn't matter if you're new to the industry or a 30-year veteran ... First Person<sup>SM</sup> can help you increase sales, loyalty and referrals. Part of First Horizon's National Marketing department, the First Person direct marketing program features:



- Postcards, greeting cards, premium mailings, letters, post-closing surveys and quarterly newsletters. All are easy to personalize and make positive, lasting impressions
- Membership featuring database management services which enable you to send targeted messages to borrowers, prospects or business associates
- Subscription services that lets you choose from over a dozen automated communications – they'll work for you "behind the scenes" after you set them up
- 24-hour online access so you can browse First Person products and place orders anytime
- Training via conference call that helps you get started with First Person, learn all about database management, and hear top producers share details of their most successful First Person campaigns

## First Person gets proven results

78% of the top 25% of Relationship Managers use First Person regularly  
First Person users produce more than 70% of the company's total retail volume  
Users enjoy more repeat business from customers – 53%, compared to 41% for non-users

Approximately 95% of my business comes from my First Person database.  
**Greg Cuenin**  
Richmond, VA

## How First Person works for you

To reach the top in our industry, it's vital to stay "top of mind" all year round with customers, business associates and prospects. First Person is designed to help you do this easily and affordably, by providing you with everything you need to design your own personalized marketing campaigns.

For example, you can send monthly recipes or quarterly newsletters – or both – to your borrower database. When someone on your First Person mailing list decides to refinance, apply for a HELOC, or is asked for a referral to a local mortgage expert, you'll be the first person they think of.

Five or six agents call me every month after my Business Referral Campaign mailing arrives. They call to thank me for the gift – they really appreciate it. It definitely brings me more business.  
**John Kroot**

Here are just a few ways you can grow your business with First Person – strategies that have been proven to work by some of our top producers:

- Tell your borrowers about our home equity and banking products
- Invite new customers to complete a survey about their home loan experience
- Send thanks to your best referral sources and ask for more business
- Send holiday and birthday wishes to borrowers, prospects and business associates
- Thank your borrowers for choosing you to handle their home's financing
- Explain to prospects why it's smarter to buy a home than to rent an apartment

# Complete this card for your free First Person<sup>SM</sup> samples

Complete and mail this card for a free collection of First Person materials, including a sample of a Business or Consumer Referral Campaign mailing. Your samples will arrive in x-x weeks.



FIRST PERSON RETENTION TOOLS

Sample Products

Program Benefits

Like more samples of the First Person collection? Just fill out the card below and mail it in.



Database

BRC

**Network without the footwork**  
Want to turn potential business associates into new income sources? Our Business Referral Campaign gets your foot in the door and your name “top of mind”. Each mailing arrives with an attention-getting premium and catchy promotional message – and they work! Users tell us about the calls they receive immediately after each premium is delivered. A second Consumer version is produced quarterly for consumers who have referred new business to you.



- As a First Person Member, you can:**
- Review your automatic customer updates for the previous three months under Data Update on the Membership Page
  - Use affordable Mailing Services that deliver your mailings automatically
  - Review your newest customers’ details and request corrections if needed via the Data Request tool on your Membership page
  - Your database features custom fields so you can add and store any type of information about your customers, prospects and business associates
  - A choice of dynamic and static information lists enables you to create highly targeted mailing lists

Building lasting, lucrative relationships with First Person

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