



NEWS RELEASE

COREFACT SURPASSES ONE MILLION ORDERS

Fast-growing real estate marketing company celebrates milestone

Hayward, CA, July 30, 2018 – [Corefact](#), the leading company in advanced printing and online marketing solutions for the real estate and mortgage industries, recently announced their one millionth customer order. After 13 years in business, Corefact has evolved from a five-person operation of friends and family with a great idea to an industry leader providing print and online marketing for the real estate industry. This includes today’s one millionth order by [Ted Esquibel](#), a top producing real estate agent with Realty Austin in Austin, Texas.

“One million orders is a fantastic milestone and a testament to our hard-working employees and dedicated customers,” said Christopher Burnley, founder and CEO of Corefact. “We are forever grateful, and we will continue working to elevate our products, a symbol of our dedication to helping real estate agents build relationships, as we set our sights on the next milestone—two million orders.”

Corefact has seen significant growth over the past five years, including:

- Expansion to include a new office in Roseville in March 2018
- Double digit increases in revenue 2014, 2016, and 2017
- Recognition in the Inc. 5000 in 2014, 2015 and 2017
- Recognition in the San Francisco Business Times Fast 100 in 2013, 2014, and 2015

Corefact continues to expand its product line to meet new trends in print and online technology, and the market.

Notable new products include:

- Corefact Elite – a semi-custom, automated monthly direct mail campaign with lead generation capabilities
- Single Property Website – a website dedicated to a property listing
- ListAssist – a portal where listing information can be loaded once, then applied to all of an agent’s property marketing materials

- Auto Follow-Up – a series of three hand-stamped, direct mail note cards sent to leads generated through the Corefact Home Estimate tool
- Signage – Yard Signs, A-Frames, Sign Riders and Social Media Frames

The Millionth Man

Ted Esquibel, who has been in some facet of the real estate industry in Austin and nationally since 2002, is the epitome of a successful real estate agent. Ted's real estate finance background, investment property ownership, and extensive sales experience enable him to have a consultative sales approach to prospective buyers and sellers. He did 30 transactions and \$10M in volume last year, which qualified him for the Realty Austin Diamond Club and also ranks him in the top 3% of all Austin agents.

“I’m always looking for new and easier ways to market my business, so when my Chicago Title agent, Michele Vannostran, told me about the Corefact Elite program, I was sold,” said Ted.

“The program not only provides me with a direct mail piece that is automatically delivered to my geographic farm, it provides me with a semi-custom design, consistency, and a way to measure the results.”

To mark the millionth order, Corefact is offering a single property website to its users during the month of August using the promo code: TED.

About Corefact

Corefact, based in Hayward, CA, is a privately-held company providing real estate brokerages, agents, and mortgage professionals with a complete online and offline marketing solution utilizing personalized content and lead generation. The Corefact marketing solutions help build relationships, and promote services using a one-to-one approach, matching multiple unique data points to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate above average responses and conversion rates by combining direct mail and web technology. Recognized in Inc. 5000: 2014, 2015, 2017 and the San Francisco Business Times Fast 100: 2013, 2014, 2015.

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