



The Online Site for Everything About Your H O M E.

SmallPalace.com is the online destination for everything concerning your home. In June of 2005, 7.33 million existing-homes were sold*. Additionally, Americans spent \$133 Billion on home remodeling alone in the past year**. SmallPalace.com is the ONE STOP for the information, products, and services homeowners and homehunters want.

SmallPalace.com is a high-quality LEAD GENERATION site for all home related services, products, and offers. It is divided into 4 main categories:

- Finance - Mortgages & Refinancing
- Home Remodeling
- Real Estate - Selling, Buying, & Renting
- Home Services (Security Systems, Pest Control, etc.)





Reach millions of Americans who visit SmallPalace.com looking for home related offers, products, services and solutions.

212.652.0878

SmallPalace.com provides an innovative environment to showcase all homeowner-related direct marketing efforts. SmallPalace.com delivers a highly-targeted, qualified audience via four separate categories:

1-Finance

Real-time, pre-qualified leads from Americans searching to refinance their home, purchase a home, consolidate their bills, or cash out their equity.

2-Home Remodeling

Detailed information from homeowners looking for contractors and service providers to compete to complete their home renovation projects.

3-Selling, Buying, & Renting

Connect with homebuyers, sellers, and renters who need immediate assistance from you with their real estate transaction.

4-Home Services

Instant access to buyers looking for your service: pest control, home security, swimming pools, air conditioning, and so much more.

We allow only the most credible and established marketers of products and services to participate on SmallPalace.com.

SmallPalace.com provides complete integration with each advertiser's website. Your quality content becomes the focus of SmallPalace.com. Each advertiser is represented with their logo and with original copy describing their offer. You control your brand image, your ad creative, and the information available to your new clients. SmallPalace.com provides all the design, production, and layout work required. You will work closely, to your approval, with our professional web design team.

The qualification process for our website visitors is confirmed at every stage. Every lead delivered to you is a serious, potential client.

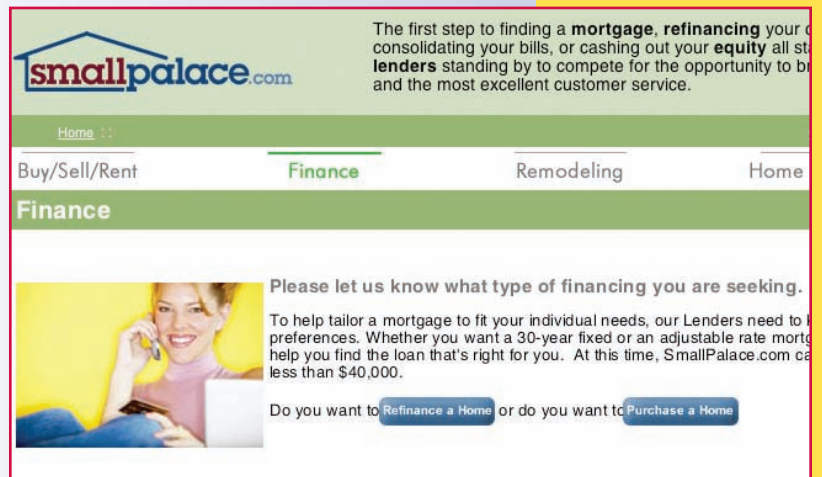
Once the user selects your offer, they are required to fill out our standard Request for Information form. Advertisers can customize the Request for Information form at their discretion. This form collects the user's full name, address, email address, and phone number, as well as any additional information necessary to qualify them as your customer.

SmallPalace.com requires each user to answer all of the questions in full, before sending leads to you for follow-up.

Additional customized questions are available and determined by each individual advertiser. This process ensures that all appropriate information is present for effective follow-up and conversion to sale. Each user must confirm their request for information by checking a confirmation box, thereby verifying that all their information is complete and correct.

SmallPalace.com requires the user to agree to be contacted by you by phone, email, mail, and/or FAX.

SmallPalace.com is easy to navigate, using clear categories to get users to the in-depth product information they want. Advertising offers are presented in a directory format, within SmallPalace.com's four main categories. Advertisers are offered a range of placement opportunities in order to showcase their offers and motivate the most user action.



Request For Information Form - Collecting Contact Info

Asking Customized Questions

Refinance a Home

Refinancing your home requires that you find the best rates and superior customer service. We help you find the best rate, consolidate your bills, or cash out your equity. SmallPalace.com can help you find the right lender. When you submit your refinance request through SmallPalace.com, your information is distributed through our network of lenders. This process should result in multiple competitive offers to get you the best terms for your transaction.

Please provide your basic contact information.

*Salutation:
 *First Name:
 *Last Name:
 *Address:
 Suite/Apt #:
 *City:
 *State:
 *Phone:

Tell us about the property you wish to refinance.

*Property Location:
 *Loan Type:
 *Property Value:
 *Mortgage Balance:
 *Rate Your Credit:

Call us Today at 212.652.0878, or email online@ven.com or visit venturedirect.com and click on



Driving traffic to SmallPalace.com

An informational website is only as good as the clients it represents and the marketing that drives traffic to its pages. SmallPalace.com never uses mass, untargeted consumer advertising to drive traffic. Our goal is to only send the most qualified prospects to SmallPalace.com. We use multiple, targeted media channels to drive traffic:

- Targeted Email Marketing to Opt-In Audiences who have self-selected specific home related products and services as their category of interest.
- Key Word Search Engine/Contextual Online Advertising on all major search engines, targeting specific home and finance-related categories.
- Solo and Cooperative Direct Mail Programs that specifically target existing and future homeowners.
- Category Specific Advertising with our Business Partners (i.e., print, radio, etc.)

A CPL MODEL THAT WORKS FOR ADVERTISERS

SmallPalace.com delivers leads on a Cost Per Lead pricing system. You pay only for the qualified leads delivered directly to you.

LEAD PROCESSING AND DELIVERY

Every SmallPalace.com inquiry is CASS Certified. CASS Certification analyzes all of the components of the physical address supplied by each user, and verifies that the data matches USPS address data. Addresses that do not match USPS data are not processed as leads or submitted to advertisers.

In addition to CASS Certification, each lead is also “scrubbed” to eliminate duplicates. Messages that contain profanity, incorrect email formats, or other information that may flag them as an imperfect or unqualified requests are eliminated.

Leads are delivered daily, in each advertiser's required file format.

SET UP FEES

We charge our clients \$500 to set up the SmallPalace.com program. The set up fee enables us to provide you with the following tools:

- A 1-3 page customized website designed and hosted by smallpalace.com
- Email creative that we will use to promote your service or offer.
- Pop-up/under creative
- 468 X 60 banners
- Multiple text links, search terms, titles & descriptions

The above creative will promote your offer and detail your home related opportunity. All of the creative work belongs to you and can be used in your own marketing efforts.

**Don't wait—improve lead quality and
convert more prospects to clients with
smallpalace.com**

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