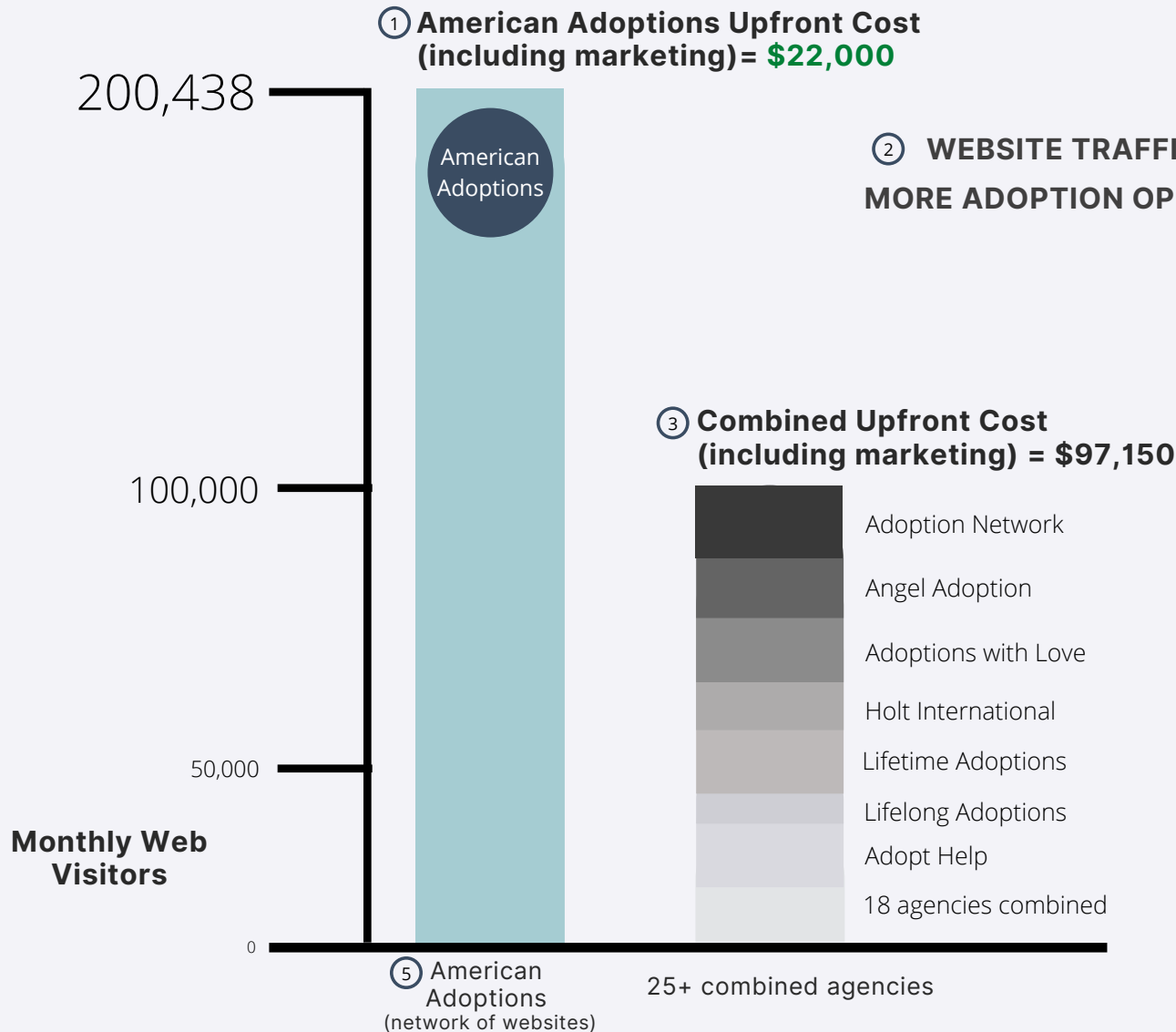


YOU DESERVE A SHORTER WAIT TIME.

MAKE SURE YOUR MARKETING IS WELL SPENT.



② WEBSITE TRAFFIC = MORE ADOPTION OPPORTUNITIES
MORE ADOPTION OPPORTUNITIES = SHORTER WAIT TIMES

THAT'S WHAT YOU DESERVE.

④ DID YOU KNOW?

ON AVERAGE, IT TAKES **220 EXPECTANT WOMEN** VIEWING YOUR PROFILE TO COMPLETE A SUCCESSFUL ADOPTION.

⑥ *Web traffic statistics are verified from a 3rd party, industry standard, SEO software called SEMRush.

YOU DESERVE A SHORTER WAIT TIME.

- 1 As you can see in the chart on page one, if you joined 25 other top agencies and paid their upfront fees, your marketing outreach would be less than half of what American Adoptions provides.

American Adoptions charges \$22,000 for marketing, agency and video fees. These fees go towards advertisements on Google, building unique websites that generate leads for your adoption, design and video creation on these sites, and the salaries for the employees completing these tasks. These fees are charged a one-time fee and will not be charged again. We are committed to the completion of your adoption!

- 2 Other agencies claim short wait times, but without proper marketing, how can they actually deliver? We care about truth and transparency, which is why we put so many resources into marketing. The better we represent our families like you, the quicker you fulfill the dream of adding a child to your family.

- 3 To get half of the marketing efforts American Adoptions provides, you'd have to join 25 agencies and pay all of the associated fees. \$97,150 is the amount you would spend with them, compared to the \$22,000 to join American Adoptions. Even if you chose the more expensive route, you'd still receive less exposure and a longer wait to fulfill your dreams of adding a child to your family.

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- 4 American Adoptions values the client experience on a personal and analytical level. We are transparent with our families so they can plan their journey and have accurate expectations. To do so, we use outside resources to track our adoption outcomes and continue to monitor any changes in data or trends. Our studies show that 220 pregnant women need to look at your profile before a successful placement. While each placement may vary slightly, this is the statistical average throughout adoption.
- 5 American Adoptions has created an extensive network of 20+ websites to market you to expectant mothers. These sites include educational content, videos, and contact forms that lead mothers to American Adoptions and your adoptive family profiles. This network is unique to American Adoptions and extremely valuable in keeping your wait times low.
- 6 American Adoptions uses SEMRush, a third-party SEO software, to analyze how our network of sites compares to other agencies. SEMRush shows how our extensive efforts in marketing separate us from other agencies, as displayed on the graph.

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE REACH
OUT TO YOUR ADOPTION COORDINATOR.