

INCREASE YOUR BUSINESS BY 30% NEXT YEAR

with our Lead Gen Products

Be in front of the right person at the right time with our For-Sale and Customer Retention Alert monitoring products!

1

FOR SALE MONITORING

Get an alert when a property you are monitoring goes up for sale!

*Based on nationally about 4% of residences are listed for-sale during the year. Monitoring 10,000 properties could return 33 leads during the month (depending on local real-estate factors). Converting one of these would more than cover the cost of monitoring.

10,000

Properties Monitored

33

Number of new leads per month

\$1,750

Average profit per closed mortgage

1

Number of closed leads needed to break even

2

CUSTOMER RETENTION ALERTS

Deepen customer relationships, save on acquisition costs, and retain your most profitable customers!

*Results based on real-world lending institutions' success with the customer retention alerts product after implementing it in 2011.

788%

Potential ROI

10,000

Number of current customers monitored

840

Number of mortgage alerts received monthly

15

Number of additional mortgages funded yearly



Let the customer drive with our Easy-Qual and Text for Credit Lead Gen Solutions!

3

EASY-QUAL PRODUCT

Improve your customer experience and expand your Millennial market share! Turn online, pre-qualified customers into full loan applicants!

*Numbers based on real-world lending institutions' results with the Easy-Qual product.



POTENTIAL ROI: 12 BOOKED LOANS FOR EVERY 100 INQUIRIES

45%

Easy-Qual approval rate

41%

Percentage that go on to apply

65%

Percentage that book

4

TEXT FOR CREDIT

Embrace consumers' addiction to their smart devices by beginning the loan process via text!

Consumers text "home" to advertised number

Input name, DOB, and email address

Receive automatic notification of approval (based on pre-set lending parameters)

