

# Market your Mortgage Services to In-Market Home Buyers

## Insite Realtime GEO - Home Shopper

### Why?

1. It is projected that over 6 Million Homes will be sold in U.S. in 2020.
2. Research shows 45% of those looking at Homes For Sale are not pre-approved.
3. Those that are pre-approved have not signed a contract.
4. Lead websites are expensive at \$10 to \$90 per lead without advanced analytics.
5. Your Mortgage pay-per-click cost is \$45 to advertise your brand to these prospects who aren't qualified.
6. You're able to market to the Home Buyer very early in the decision making process without lead sharing.

### Our Process

We identify consumers who are just starting their home buying journey. Using patented Geo Framing technology, we identify In-Market Home Buyers while simultaneously suppressing Homeowner, Realtors and Home Inspectors. Using Experian data with advanced analytics, we qualify prospects and determine segmentation strategies for the most effective marketing strategy. We then market to the qualified mortgage prospect with direct mail, email, digital or social ads.



### Aspire North Advantage

**1** Geo-Framing technology captures and inventories devices within a one square meter area. **2** Match up to 60% of devices back to their home address. **3** Verify and qualify the prospective home buyer using Experian, which is the Gold Standard in 3rd party marketing data. **4** We use up to 400 consumer profiles and 71 Mosaic market segmentations to create a one to one communication to increase conversion.