

Real Estate and Related Industries

Insite Realtime GEO - Introductory Offer to first 5 customers

ROI Chart

- \$3750 includes data, creative, and reporting
 - (= ~\$0.27 per person, ~\$0.03 per impression)
- \$20.00* per Exclusive and Qualified lead vs. a non-qualified, non-exclusive lead from our competitors

ROI BASED ON \$4000 MORTGAGE COMMISSION or NET PROFIT

(14,000 highly qualified prospects, 112,000 impressions ~ 8 per person over 30 days)

Lead Rate	Leads	Lead to Sales Close Rate	Sales/Loans	Sale Loan Fee Value	Total Sales Loan Fees	Advertising Investment	Total Lead Cost	Total Campaign Cost	Cost Per Loan	ROI
Break even			1	\$4,000	\$4,000	\$3,750	\$20*	\$3,770	\$3,770	1 to 1
1%	140	10%	14	\$4,000	\$56,000	\$3,750	\$2,800	\$6,550	\$467	9 to 1
3%	420	10%	42	\$4,000	\$168,000	\$3,750	\$8,400	\$12,150	\$289	14 to 1
6%	840	10%	84	\$4,000	\$336,000	\$3,750	\$16,800	\$20,550	\$244	16 to 1
10%	1,400	10%	140	\$4,000	\$560,000	\$3,750	\$28,000	\$31,750	\$226	18 to 1
15%	2,100	10%	210	\$4,000	\$840,000	\$3,750	\$42,000	\$45,750	\$217	19 to 1

ROI BASED ON \$9000 SALES COMMISSION (*this chart was created by people in the Midwest...*)

Lead Rate	Leads	Lead to Sales Conversion Rate	Sales	Sale Commission	Total Commissions	Advertising Investment	Total Lead Cost	Total Campaign Cost	Cost Per Sale	ROI
Break even			1	\$9,000	\$9,000	\$3,750	\$20*	\$3,770	\$3,770	2 to 1
1%	140	10%	14	\$9,000	\$126,000	\$3,750	\$2,800	\$6,550	\$467	19 to 1
3%	420	10%	42	\$9,000	\$378,000	\$3,750	\$8,400	\$12,150	\$289	31 to 1
6%	840	10%	84	\$9,000	\$756,000	\$3,750	\$16,800	\$20,550	\$244	37 to 1
10%	1,400	10%	140	\$9,000	\$1,260,000	\$3,750	\$28,000	\$31,750	\$226	40 to 1
15%	2,100	10%	210	\$9,000	\$1,849,000	\$3,750	\$42,000	\$45,750	\$217	42 to 1

Share the Cost

Put a group of your lead partners together and share the cost. A Realtor probably knows a mortgage broker who knows a personal lines insurance agent, and a home remodeler, or painter, or a flooring company, and a moving company, etc. All these people market to the same prospects but don't compete with each other.

Have everyone share the \$3750 and the cost of the leads, and your campaign cost lowers dramatically.