

CAPTURE INTEREST, GENERATE LEADS

In today's competitive mortgage marketplace, it is not just important to efficiently and profitably close loans, you need to be proactive and develop strong marketing plans to attract more prospects and leads. The good news is many of these prospects can be economically found on the web and you have a variety of strategies you can use to capture them!

Consumer Self-Service ePortal

- Internet Origination Channel
- Instant value for potential borrowers
- Instant lead capture
- Site stickiness

Virtual Loan Officer ePortal

- Personal portal for referral sources
- Automated lead notification

Referral Network ePortals

- Value-add service
- One-stop convenience
- Referral leads



Whether you plan to build a company branded consumer self-service portal, or simply use the web as a conduit to deliver your most current market rates to referral partners, LOANDECISIONS ePortals deliver a unique solution. When you can't be everywhere, let ePortals become your online prospector, capturing borrower contact information and loan details and delivering them exclusively to you!

WHAT IS AN EPORTAL?

An ePortal is a real-time qualification and loan pricing solution that identifies the best available loan program and rate specific to a borrower's needs and representing your custom margins and fees. Borrower information is captured the minute a loan scenario is priced, and an email notification is sent to you automatically for quick response and follow-up.

HOW CAN I USE AN EPORTAL?

An ePortal can be put on your own website as an exclusive lead capture portal, or can be provided to referral partners enabling them to expand their menu of services and provide you with instantaneous referrals.

CONSUMER SELF-SERVICE EPORTAL:

As a consumer self-service application, ePortals go beyond basic contact forms and generic rates, delivering real-time rates based on specific borrower needs. Campaigns and search engine marketing can be used to drive interested borrowers to your site, and the value they receive will keep them coming back and referring others. Complement your current business model with online portals, or build a whole new online origination business.

VIRTUAL LOAN OFFICER / REFERRAL NETWORK EPORTALS:

The strategic use and placement of ePortals with realtors, financial planners, construction companies, etc...can both enhance **their** value proposition and provide you an instant mechanism to receive leads. Your partners can embed your ePortal directly into their website, or simply link to your personal ePortals page. Their customers benefit from easy access to real-time rates based on their needs, and you benefit from an immediate notification of their contact information. Eliminate the slow, inconsistent practice of handing out business cards, in hopes they'll be distributed. Instead, strengthen your referral relationships with a unique offer that enhances the service they provide their customers. Truly a win/win, ePortals deliver value to both you and your referral partners.

CAPTURE INTEREST, GENERATE LEADS

CUSTOMER CASE STUDIES AND BEST PRACTICE LEARNINGS

▶ HOMEX FINANCIAL

“Purchased leads were expensive, less effective and not exclusive – ePortals attract interested borrowers vs. web browsers.”

Art Bermudez, Marketing Manager

Best Practice: Re-finance boom has added to success, but providing rates on the web is even more important in market troughs. Using Google Adwords drives traffic and let’s your brand pop-up with other credible sources



▶ LENDABILITY.COM

“Cost to acquire leads is low, and the quantity is dramatic and incredible!”

Brent Kirk Chief Operating Officer

Best Practice: Build marketing surround and marketing channels that drive traffic to your site, minimize how much information prospects need to enter to improve conversion rates.



▶ INTEGRITY FIRST FINANCIAL GROUP, INC.

“Consumer buying behavior is on the web, ePortals put the products on the shelf for borrowers to choose.”

Anthony Balsamo Partner/COO

Best Practice: A consistent end-to-end experience, from online to sales interaction, builds credibility with target borrowers. The ultimate goal is to move from lead generation to web as an origination channel.

