

# LEAD GENERATION & FOLLOW UP SYSTEM

As a loan officer, you are challenged to build your business in a difficult real estate market. The need for lead generation is greater than ever, both in conjunction with real estate agents and on your own. How can you build a solid lead-generating relationship with a real estate agent? And with so many lenders chasing fewer deals, how can you stand out from the crowd?



### Key features:

- \* Premium-quality website with audio webcast
- \* Lead generation and management system
- \* Lead sharing with real estate agents
- \* Monthly e-newsletter
- \* Drip email campaign with custom stationery
- \* Email blast tool
- \* Secure loan application form

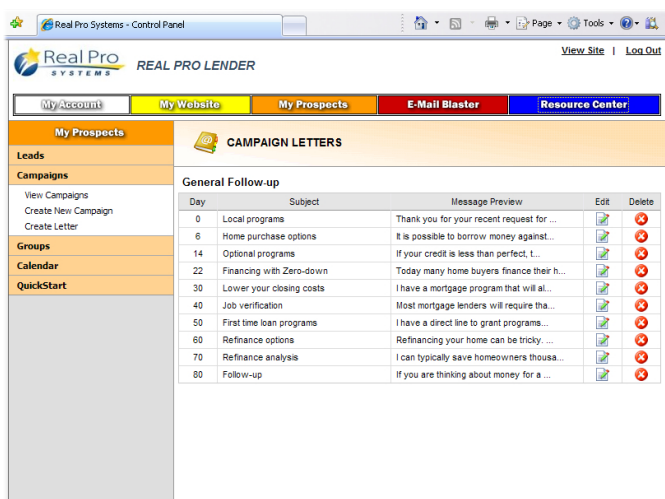
Smart lenders know that they need to establish their own brand identity and generate their own leads online in addition to leveraging the services provided by their brokerage. Real Pro Lender provides the critical online tools every loan officer needs to establish brand identity, partner with real estate agents to generate leads, cultivate those leads into transactions, and nurture both new prospects and past clients.

# REAL PRO LENDER

## *Build Your Brand and Presence Online*

With over 80% of today's home buyers starting their search online, building your brand identity and internet presence is now the cornerstone of growing your business. While your organization may offer you a spot on the company web page, that's simply not enough anymore.

Real Pro Lender provides you your own premium-quality, branded website, hosted in your own web domain. Since email is the preferred communication mechanism for today's buyers, Real Pro Lender includes branded email stationery and newsletter so that every correspondence reinforces your brand awareness. And Real Pro Lender also includes an audio webcast providing timely updates on the mortgage market.



## MANAGE YOUR PRESENCE ONLINE FROM ONE CONTROL PANEL

- CREATE NEW EMAIL CAMPAIGNS
- SEND EMAIL BLASTS
- MANAGE YOUR LEADS

## *Generate More Leads*

Real Pro Lender is designed to support collaboration and lead sharing with real estate agents. When a prospect visits an agent's web site and requests loan information, that lead is fed directly into your automated follow-up system. It also can forward leads to agents from your website when they request information that an agent can provide. Partnering with an agent and using Real Pro Systems' integrated lender and agent solutions, you will generate more leads and follow up on them seamlessly.

Also, when you have your own branded web site, you can drive all of your prospects to visit to find useful information and register, becoming leads. Using your web site as a call-to-action destination for every correspondence, you will accumulate an email database of prospects to nurture.

## Cultivate Your Leads into Transactions

Real Pro Lender is equipped with a powerful email follow-up system. The system comes with a “drip” campaign for follow-up. This is a prepared set of informative messages sent out in sequence. You can modify it as you like, or develop your own.

When leads come to you from your own web site or a partner real estate agent’s web site, they are automatically enrolled in your drip email campaign. Each message is presented on your branded email stationery, reinforcing your brand with each communication. These messages provide helpful information about loan programs, your services, or any other topic you care to address. When a prospect is ready to talk about loans, you will be the loan officer they call!

**From the desk of Jonathan Lender**  
Visit online at [demolender.com](http://demolender.com)

Thank you for your recent request for mortgage information. I look forward to sending you some information on home financing and loan programs available in our area. Many of these programs offer 100% financing and there are even ways to get most of your closing costs paid for by the home seller.

Please let me know if you are looking for something specific, or call me if you would like details on purchasing a home with little or no money down.

Jonathan Lender  
Mortgage Planner

**Your Lane County Mortgage Specialist**  
**Jonathan Lender**  
TRACKDOWN MORTGAGE CORP.

**Market Update**  
New rates available daily. Call us today for a no hassle rate quote. See [Market Update](#)  
Presented by Trackdown Mortgage Corp.  
**Mortgage Rate Update:**  
Stocks resumed their push upward in March on recent news of housing data published by the National Association of Realtors. According to the report, existing home sales rose about 4% in the Midwest, 14.2 % in the northeast, while areas in the south and west showed only modest change.  
Over the 12 month, published rates on a conventional 30 year fixed mortgage have fluctuated from a low of 5.87% to a high of 6.51%, with March rates hovering around 5 and 3/4s. Despite the fact that the 12 month trend in lending funds have been on the rise, mortgage rates remain the exception and have actually decreased over this amount of time.

**Q & A:**  
Q: Is it possible to borrow money against your 401 K plan and put this money towards the purchase of your home? If you have an active 401 K plan, call me and I can give you the information on how to do this with little or no tax consequences.  
A: It is a reverse mortgage and am I qualified to get one?  
A: In a "regular" mortgage, you make monthly payments to the lender. But in a reverse mortgage, you receive money from the lender and generally don't have to pay for as long as you live in your home. Instead, the loan must be repaid when you sell your home, or no longer live there as your principal residence. Reverse mortgages can help homeowners who are house-rich but cash-poor stay in their homes and still meet their financial obligations. To qualify for most reverse mortgages, you must be at least 62 and live in your home. The proceeds of a reverse mortgage (without other features, like an annuity) are generally tax-free, and many reverse mortgages have no income restrictions.

**the Mortgage**  
When shopping for a home, it is always a good idea to be pre-approved for the loan that you are considering. Approval means that you have successfully qualified for the loan for which you applied. Having an approved loan application means you can begin the closing process on the house.  
If two equal offers are made on the same home, sellers are more likely to favor the offer from the buyer who have gone through the loan approval process. If you are in the market for a home, please call us and we can get you pre-approved today!

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**National Statistics Updated 3/27/2007**  
**6.69M**  
Exist Home Sales  
**848K**  
New Homes Sold  
**What's Your Home Worth?**  
Find out!  
**5.71%**  
30 Yr Fixed Mgt  
**675**  
Avg Credit Score  
**How Much Home Can You Afford?**  
Find out!

## Client Communication

Repeat clients and referrals are key to building your business. To be successful you need to stay in touch with your clients on a continual basis. The Real Pro Lender system includes a monthly newsletter that you can send out to all of your clients and prospects.

Real Pro Systems provides the core of the newsletter content each month, featuring articles about the national mortgage market. You can send it out as is, add your own local observations or loan program information, or write your own content from scratch. This e-newsletter is a powerful tool for staying in touch with your client and prospect base on a monthly basis.

Real Pro Lender also includes an email blast tool. Suppose you want to notify your prospects of a new loan program that just became available. Or perhaps notify a list of agents of a new client qualification procedure. You simply compose your message, select the list you want to send it to, and push the button. It's that easy to notify hundreds or thousands of prospects of a new development, all on your branded stationery.



### *Partner with Real Estate Agents*

Your best source of leads is real estate agents, and no one knows real estate agents better than Real Pro Systems. Many top agents in the country rely on us for their web presence and lead generation.

Real Pro Lender is designed to integrate with our Real Pro Silver and Real Pro Gold agent systems. Any lead that requests loan information on an agent's site is automatically forwarded to their lending partner's Real Pro Lender lead database and drip email campaign. Now it's easy for agents and lenders to collaborate on marketing initiatives that drive leads to both parties!

### *Get Started Now!*

Getting started with Real Pro Lender is a snap. Upon receipt of your order, the process for launching your new site goes very quickly- usually within just a few business days.

Real Pro Lender is easy to use and easy to adopt. We provide a startup walkthrough of your new website and follow-up system. We also provide regular teleconference training and coaching calls. The system also comes with online training built in. And our Client Care group is always available to answer your questions.

To get started now, call Real Pro Systems today!

### *Additional Real Estate Agent Services Available from Real Pro Systems*

- Agent Systems for your Real Estate Partners
- Search Engine Submission Services
- Monthly Agent Podcast Production
- Real Pro Gold Agent System
- Real Pro Silver Agent System

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Real Pro Systems provides on-line marketing solutions for leading real estate agents throughout the United States. The company's offerings include lender and agent web sites, lead generation and incubation systems, web marketing services, and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon. For more information please visit [www.realprosystems.com](http://www.realprosystems.com) or call 541.686.0015.