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

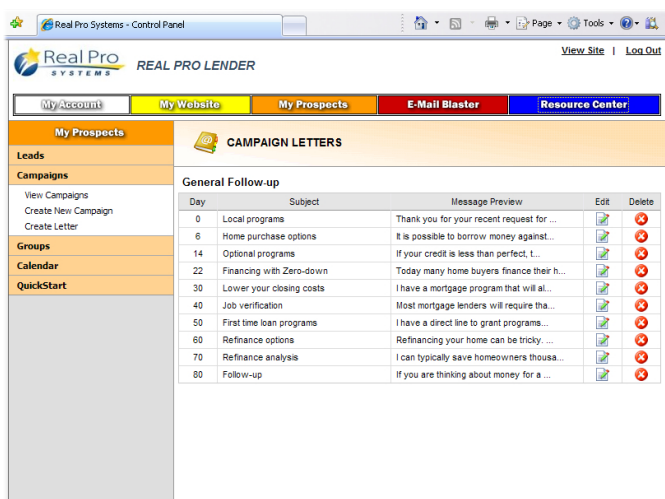* Email blast tool

* 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!

Client Communication

Repeat clients and referrals are key to building your business. To be sucessful 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