



GLOBAL MARKETING GROUP

We Lead To Success

Lead Type: Exclusive Direct Response Internet Applications

Interested in receiving applications from serious clients as soon as they are submitted?

At Global Marketing Group, we match mortgage brokers and lenders with completed real-time applications. Our Exclusive Internet Application program generates prospects that are motivated and ready to move. The person inquiring has completed an application for a mortgage loan and is waiting for your call. They are actively pursuing you and genuinely want you to contact them. These leads are not a result of spam mail, telemarketing, direct mail, etc.

Our leads are not intended to be delivered in mass. They are to BOOST your existing business. Because they are supplemental leads, you can close more loans per month and per year. As a result of the potential borrower initiating contact, we have very little control over the speed of the number of leads. Global Marketing Group can provide large numbers of applications in a short time frame; however, you need to order on a regional or national basis.

Many of our clients have found the prospects do not expect to come into your office. This allows you to expand your service area to include your entire licenced area, not just the immediate area surrounding your office location.

Closing ratios have been reported from an ugly 5% to a blistering 30+%. The consensus from our observation is that an average loan officer will close in the 12.5% range. In other words about 1 closing per 8 leads. If you are unsure of your abilities, Global Marketing Group gives you the flexibility to try a small order. That will allow you to get your feet wet without a large initial expense.

Unlike other so called "Mortgage Lead" companies, we bring results and results mean sales! We provide you with the business you want, quickly and without the high costs of big budget advertising.

When you compare the money spent per closing, it's easy to see why the largest companies in the mortgage industry rely on the quality applications generated by **Global Marketing Group!**

Included Information:

Full Name	Employer	Email Address
Address	Phone Numbers (Work / Home)	Borrow Request
Property Value	Home Value	Year Acquired
Property Type	Income	Current Interest Rate
Purchase Price	Credit Rating	
Mortgage Amount	CLTV	
Sale Date	Revolving debt	

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