

Using VoicePad Transforms Mortgage Lender's Business

THE COMPANY

BrandMortgage is a full service mortgage lender in Chattanooga, Tennessee, offering a multitude of mortgage financing options, whose mission is to achieve profitable growth by providing good loans to good people.

THE CHALLENGE

In 2011, agent Kevin Blair was paying top dollar for mortgage leads from sources like LendingTree and Lower My Bills. In some cases, these leads were costing Mr. Blair \$10–20 a piece, and yielding “only mediocre results,” he said.

THE SOLUTION

Using the VoicePad service structured specifically for mortgage professionals, Blair encourages his agent partners to put a VoicePad sign rider on each of their listings. The sign rider invites home buyers to call a branded phone number to obtain automated property information by either audio presentation or text message. When consumers access the VoicePad system, both Mr. Blair and the real estate agent get a text message and email containing the interested party's name and phone number. Should the buyer elect to speak with the agent while on the call, VoicePad rings the agent. If the buyer opts to speak to a mortgage professional after accessing the monthly payment calculator, VoicePad rings Mr. Blair or any one of his associates, using simultaneous ring technology, so that they never miss a call.

RESULTS

What's the VoicePad difference? “Unmatched technology,” said Blair. VoicePad's automation makes the entire system work flawlessly and effortlessly. Within the first month of purchasing the system, BrandMortgage not only began receiving quality leads; the leads resulted in closings. “The VoicePad system is my business model.”

And no wonder: VoicePad accounts for nearly 50% of Mr. Blair's closed loans every year. “The cost for this service is so minimal, it is not even a factor in our business,” said Blair. “I will never stop using this service.” Compared to the \$10–20 per lead prior to switching to VoicePad, Mr. Blair is spending, on average, \$0.88 per lead. “I'm closing approximately 80 loans a year from VoicePad leads, and my REALTOR® partner carries between 75 and 100 listings, so truly the leads cost pennies apiece.”

“VoicePad provides me with quality leads, and people who are serious about buying homes. It is the best lead generation system I've ever used in my 15 years in this business.”

– Kevin Blair,
BrandMortgage



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