



Increase Your Sales with Mortgage Quest

Chris Carter
Market Focus, Inc



Market Focus, Inc.



- **First to Develop Custom CRM for the Mortgage Industry in 1992**
- **20,000 Clients in U.S., Canada, Australia, New Zealand**
- **Automated Marketing Strategies**
- **High Quality Marketing Content**
- **Integration with LOS systems, like Encompass, Calyx, and lead providers, Zillow, Realtor.com and others**
- **Expansion to Real Estate and Insurance Industries**

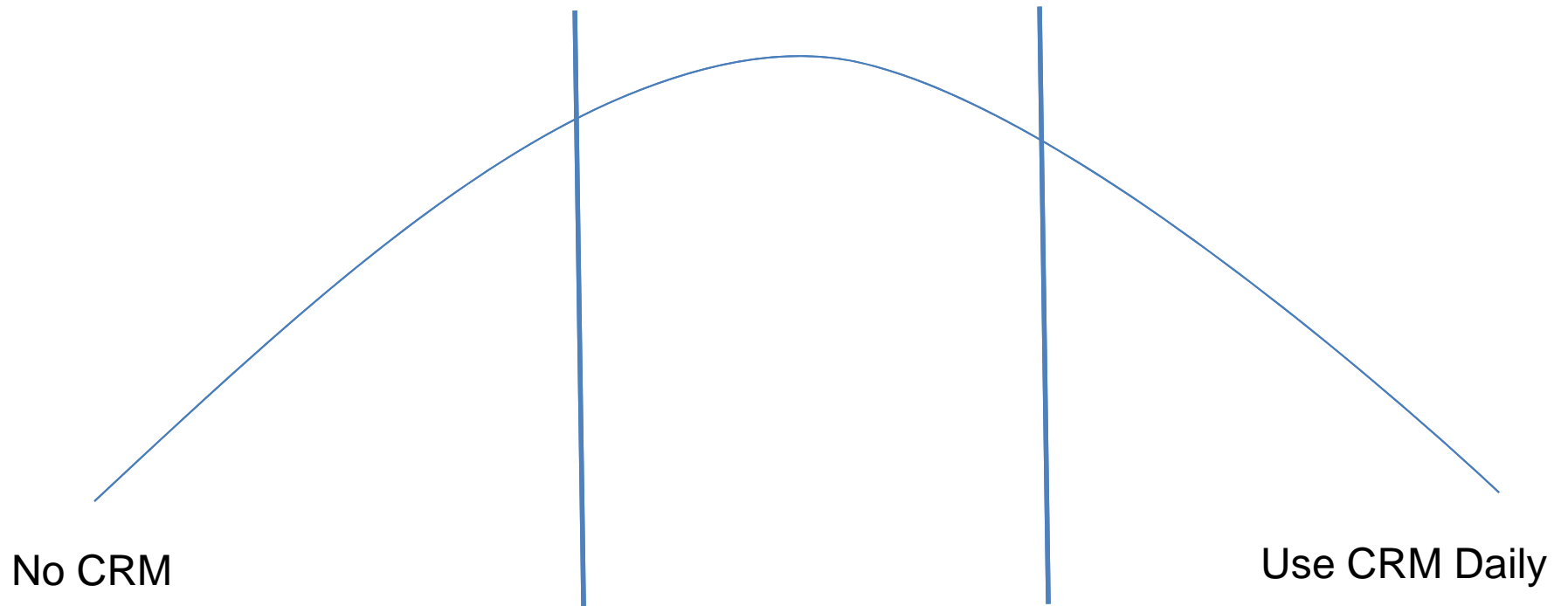
What is a CRM?



- Customer Relationship Management (CRM)
- Helps You Manage Customer Interaction During the Sales Process
- Track Leads
- Manage Tasks, Appointments and Notes

CRM Makes You Efficient But Lacks Marketing To Increase Sales

Where Are You?



**Most Sales Professionals Across All Industries Don't Use
CRMs Effectively To Increase Sales**

How To Get 1-2 Extra Deals



Automated Marketing!

Content Marketing



- Communicating with Customers and Prospects Without Selling
- Delivering Information That Makes the Buyer More Intelligent
- Delivering Consistent, Ongoing Valuable Information
 - Positions You as a Trusted Advisor vs. a Salesperson
 - Builds Customer Loyalty
 - Improves Company Branding
 - Improves Lead Conversion

Information vs Rate Sheets

Why Content Marketing Works



- 80% Prefer a Series of Articles vs Advertisements
- 70% Content Marketing Makes Them Feel Closer to Company
- 60% Content Helps Them Make Better Decisions

Mortgage Quest



Digital Newsletters

Holiday, Seasonal and Birthday Ecards

Prospect Marketing Campaigns

Post Closing Referral Marketing

Realtor Cobrand Marketing

Full Industry-Specific CRM

OriginationPro Marketing System - Included

Dave Hershman – Industry Expert and Author



- Weekly Real Estate News & Economic Commentary
- Sales Advice for Your Referral Partners
- Real Estate and Mortgage Finance Articles
- 300 Email Targets Realtors, Prospects, Past Customers and others
- 5-10 New Email Added Monthly

Marketing Topics

- Business Planning
- Finance
- Home Ownership
- Marketing Tips
- Motivational
- Past Customer
- Real Estate Sales
- Real Estate Listing
- Recruiting
- Referral
- Refinance
- Sales Techniques

REAL ESTATE REPORT



February 21, 2012

ECONOMIC COMMENTARY



The Big Three and the Rock

We are halfway through the first quarter of 2012. The big question in everyone's mind is whether the economy continues to grow from here, or does it slow down like it did during the spring and summer of 2011? Remember, only a few months ago we were talking about the danger of a double dip recession. A stronger finish to the year ended that talk, but still many analysts have been predicting some sort of slowdown in 2012. What could prevent such a slowdown and keep the economy on pace to strengthen through 2012? We have already introduced the "big three" factors we will be watching. Not necessarily in order or priority, these factors are employment, housing and Europe. The numbers regarding employment are encouraging. First time unemployment claims last week hit the lowest level in nearly four years and employment growth was strong in January. The first set of January economic releases thus far have been mixed, however the data on housing starts and first time unemployment claims reported last week was very encouraging because of the importance of housing and jobs as two sectors of the "big three."

If the economy keeps producing job growth, then home sales will keep rising and housing will become a positive factor with regard to economic growth in 2012. Economic growth is also the only factor which can pull Europe out of its crisis. All the austerity measures by themselves can't pare down their deficits without growth. Therefore, the key to whether the economy will continue to grow from here is actually the economy itself. Consider a rock rolling down the hill. Last year the rock hit a bump and slowed down. However, the faster the rock rolls, the less likely bumps will be able to slow it down. A stronger economy is self-sustaining. We believe that the economy has reached an important juncture. If growth accelerates from here, it will be harder to stop the rock. The rock is not rolling downhill fast enough now to overcome all the obstacles, however we are not far from that happening and the first half of 2012 will be crucial in measuring the speed of the rock.



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MLO: NMLS #49999
Branch/Company ID: Branch 999

Current processing time is 15 days.
Rates are low.

- Economic Commentary
- Interest Rate Overview
- Real Estate News
- Customized to Loan Officer

Market Focus Ecards



- Holiday & Seasonal
- Birthday
- Referral Thank You
- Referral Request
- Business Thank You
- Wedding Anniversary
- Mortgage Specific



Dennis and Carol,

It's Thanksgiving, a time for sharing and giving thanks. As we gather with family and friends, I hope you are doing well and have much to be thankful for. I look forward to hearing from you when you are in need of my services.



Pam Carter

Mortgage Loan Officer
NMLS #302235

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Cell: (566) 566-6667



Email Me



Visit Website



Download Mobile App



COMPANY NAME
TAGLINE GOES HERE



HAPPY HOLIDAYS!

Dennis and Carol,

This is the time of year to think about all the good things that have taken place, and I wish you a joyous holiday season. I would like you to know that I appreciate the opportunity to offer my services and I look forward to keeping in touch with you in the coming year. Enjoy the holidays!



Pam Carter

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Email Me



Visit Website



Download Mobile App





CELEBRATING OUR INDEPENDENCE

Jim,

Happy Fourth of July! It's that time of the year when we celebrate our freedom and independence. We are grateful for those who founded our country and the brave men and women who protect us from harm. I hope you enjoy this special holiday. I would like to remind you of the services I can offer you and ask for any referrals you may have.



Ben Derouchie

Loan Officer

NMLS #3333

Office: (800) 243-0120



Email Me



Visit Website

citywide
home loans



Happy birthday.



Jim,

Just a simple note to wish you the best on your birthday! It's been a pleasure doing business with you, and if there's anything else you need, please don't hesitate to ask.



Ben Derouchie

Loan Officer
NMLS #3333

Office: (800) 243-0120



Email Me



Visit Website

citywide
home loans



ACCREDITED
BUSINESS

Prospect Marketing



- Stay In Contact with Prospects
 - Automated Drip Marketing
 - Provide Helpful Information
- Home Purchase Prospects
- Refinance Prospects
- Automated Campaign Removal

Prospect Marketing



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Get My Mobile App



THE REAL ESTATE PAGE

Chris and Nancy,

Now is a great time to refinance. However, it's sometimes difficult to decide whether or not to refinance because there are so many things to consider. Each person has different financial situations and particular financial goals that should be considered.

People refinance their homes for a variety of reasons:

1. Save money with lower payments
2. Home improvements
3. Pay off credit cards
4. Secure funds for college expenses
5. Restructure the type of loan (ARM to Fixed)
6. Pay off the mortgage quicker by converting to a shorter term

Refinancing can be a complicated and stressful experience because of all the decisions you have to make. I would very much like to help you through this process. I am certain that I can recommend the best possible financing based on your unique situation.

30 Premade Mortgage Videos (Included)

- VA Prospect
- FHA Prospect
- First Time Buyer
- Reverse Mortgage
- Credit
- Prospect Purchase
- Custom Campaigns

Up to 150 Videos
Available

www.fastforwardstories.com

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COMPANY NAME
TAGLINE GOES HERE

THE REAL ESTATE PAGE

Chris and Nancy,

When Do Adjustable Rate Mortgages (ARM) Make Sense?

Watch this video to help you evaluate an ARM for your current situation. Please let me know if you have any questions regarding ARM loans and if they are right for you. I'd be happy to discuss these and other loan options to help you obtain the best financing possible.



Regards,
Pam Carter



Post Closing Marketing



- Email Everyone Involved in Transaction
 - Listing Agent
 - Buyers Agent
 - Borrower
- Ask Your Customer for Referrals at Closing, 3,6,9,12 Months After Closing
- Remind Realtors at Closing, 3,6,9,12 Months of Your Successful Closing and Build Relationships

Generates Exceptional Results

Closing Borrower Email



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Fred Aalto

Real Estate Agent
DRE #494999

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fred@selectrealors.com
www.selectrealors.com



MORTGAGE UPDATE



Joseph,

Congratulations on the purchase of your new home! I know you must feel wonderful and eager to be unpacked and settled. I appreciated the opportunity to assist you with your mortgage needs and am happy that everything went smoothly.

Please keep me in mind if you, your family, or friends have any financing needs in the future. If you have any questions about your monthly payments, interest rate, or anything else, please do not hesitate to give me a call. Take care and welcome to your new neighborhood.

Regards,

Pam Carter and Fred Aalto



3 Month Borrower Email



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Fred Aalto
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DRE #494999

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www.selectrealtors.com



Joseph,

Three months ago we concluded business on your home. I appreciated the opportunity to help you finance your home. I would like to keep in touch occasionally and assist with any matters concerning your financing needs.

Please feel free to call me about your monthly payments, interest rate, loans in general, or any other questions. I also hope you will tell your friends and family about me when it comes time to buy, sell or refinance their homes.

Regards,

Pam Carter and Fred Aalto



Disclosure statements can also be added here. Symbols are customizable.

Sent By Your Mortgage Company, 56566 Main Street, San Diego CA 98989

If you do not want to receive future e-mails from me, click [unsubscribe](#). Thank You.

3 Month Agent Email



Pam Carter
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Email Me



Visit Website



Get My Mobile App



Julia,

About three months ago I had the opportunity to assist you in the sale of your client's home at Tgyugggg. I remember the escrow went smoothly and working with you was a pleasure.

I am interested in working with you again. I believe real estate is a win-win profession in which we all play a part in each other's success.

It is obvious you take pride in your work and always aspire to deliver the best possible service. For this reason, I feel comfortable referring clients to you when the opportunity arises and I hope that you will do the same. I value your business and look forward to working with you again in the near future. If you have any questions, feel free to call anytime.

Regards,

Pam Carter



Realtor Cobranding



Charles Cozic

Mortgage Loan Officer
NMLS #010101

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charles@emarketfocus.com
www.emarketfocus.com



Kim Ahern

Realtor
DRE #43455

Allstate Real Estate
(925) 708-8587
kim@kimahearn.com
www.kimrealty.com



- Your Contact Info
- Partner Contact
- No Realtor Limit



John

It was a pleasure speaking with you about your mortgage needs the other day. Looking for a home and considering your finance options can be both exciting and confusing at times. I would very much like the opportunity to help make this process as easy as possible. While looking for your new home, I recommend that you become pre-approved for a mortgage. Becoming pre-approved means you can..

- Buy with confidence
- Save time by looking for homes you can afford
- Negotiate a better price for the home you want to buy

I hope that we'll be able to do business with one another very soon. Please call me anytime to schedule an application. For your convenience, you can also click the link below to begin the preapproval process.

Regards,

Charles Cozic and Kim Ahern

APPLY NOW



Cobranded E-Cards



Matthew,

Just a simple note to wish you the best on your birthday! It's been a pleasure doing business with you, and if there's anything else you need, please don't hesitate to ask.



Ben Derouchie

Loan Officer
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citywide
home loans



Jim Realtor

Branch Manager
36565444

Centiry 21
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chris@emarketfocus.com
www.kw.com

kw[®]



The leaves are changing...

Matthew,

Can you tell that Fall is in the air? Now that summer is over, it's time to enjoy the beauty of the changing leaves and all that this season has to offer. As always, I am available to help you with my services. I'd appreciate you letting me know of others who could also benefit from my expertise.



Ben Derouchie

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Cobranded Newsletter



March 10, 2015

ECONOMIC COMMENTARY



The Jobs Report Surprises Again

Daylight Savings Time is the official start of the spring real estate selling season. With the weather we have had during February, we are sure this early rite of spring caught many by surprise. But in our experience we know that things can heat up quickly. The markets will be monitoring how busy traffic is at open houses, builder sites and more when people are able to go out and drive again in certain areas of the country.

Of course, the markets are also monitoring the jobs data closely as well. The jobs data has been so strong lately that analysts now seem to be expecting around 250,000 jobs to be added each month. In February, the numbers did not disappoint these prognosticators, as the economy added just under 300,000 jobs for the month. The unemployment rate slipped to 5.5% from 5.7%, which was also better news than forecasted.

There were some aspects of the report which were considered not as strong. For one, the rise in hourly earnings was disappointing. This is good news with a meeting of the Federal Reserve Board coming up next week. The Fed will be considering the issue of raising rates and the lack of wage inflation takes some pressure off. Of course, this is bad news for workers. Also on the weaker side was the drop in the labor force participation rate. Some are theorizing that the bad weather in February may have discouraged some from coming back into the labor force. Bottom line, the economy continues to improve. Now about that weather...

WEEKLY INTEREST RATE OVERVIEW



The Markets. Fixed rates fell for the first time in nearly a month in the past week. These numbers were released one day before the jobs report came out and pushed rates higher. Freddie Mac announced that for the week ending March 5, 30-year fixed rates decreased to 3.75% from 3.80% the week before. The average for 15-year loans fell to 3.03%. Adjustables were mixed, with the average for one-year adjustables unchanged at 2.44% and five-year adjustables decreasing to 2.96%. A year ago, 30-year fixed rates were at 4.28%, which continues to be approximately 0.50% higher than today's levels. Attributed to Len Kiefer, deputy chief economist, Freddie Mac -- "Rates on home loans fell across the board, with the 30-year fixed rate reading 3.75 percent this week. Real GDP growth for the fourth quarter was revised down to 2.2 percent. Consumer prices fell more than expected in January, tumbling 0.7 percent." *Rates indicated do not include fees and points and are provided for evidence of trends only. They should not be used for comparison purposes.*

Current Indices For Adjustable Rate Mortgages
Updated March 6, 2015



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Email Service Report



Daily Email Report

Email Date: 12/07/2015
Birthday Ecards: 1
Holiday Ecards: 0
Marketing Campaign Email: 1
Real Estate Report Newsletters: 0
Coming Home Newsletters: 0

Birthdays

Name	Age	Phone
Joe Sample	35	714-255-1234

Actions

Name	Action	Phone
Jill Borrower	Follow Up	714-255-6565
Matt Green	Send Information	714-356-9899

Prospect Email


Name	Email Subject	Phone
David Houston	Things You Can Negotiate	714-665-6566

Automated Email Service-Done For You




- Daily Birthday E-Cards For You
- Weekly Real Estate Newsletter For You
- Monthly Holiday or Season E-Cards For You
- Prospect Marketing Drip Campaigns
- Post Closing Marketing Campaign

Other CRM Features


- Import Leads From Websites, Lead Providers, Zillow with Auto Assignment
 - Lead Management Dashboard
 - Post Content to Social Media
 - Loan Status Email Updates
 - Track Appointments, Tasks and Notes
 - Create Custom Content
 - Broadcast Email To All or Specific Groups of People
 - Email Statistics (Opens, Clicks)
 - Email List Management (Opt-outs, Bounces Automatic Update)
 - Print Letters, Envelopes and Labels
 - Send Postcards
 - Send Print Newsletters
- 


Loan Status Email Communication

- Sent to Borrower, Agents, Esc/Atty
- Sent to Transaction Coordinators
- Customizable Milestones
- Dynamic as Loan Processed
- Show on phone or inbox
- Complete History at a Glance





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Home Alliance Realty
(609) 709-8945
matthew0chapman@aol.com





Edward Bechold
Real Estate Professionals
(732) 270-4100
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Property: 15 Cohanzick Court, Little Egg Harbor, NJ
Buyers: Leah Bailey

Milestones	Completed
Application Taken	06/21/16
Documentation Requested	06/22/16
Disclosures Out for Signature(s)	06/22/16

How To Get 1-2 Extra Loans Per Month



Automated Marketing

1-2 Extra Loans Per Month

- Staying In Contact With Prospects with Video Email Increase Sales (10%+)
- Holiday and Birthday Ecards Request Referrals (10%-20%)
- Post Closing Marketing (20%-30%)
 - Realtor Referrals
 - Borrowers Referrals
- Realtor Cobrand (3 Referrals)
- Newsletter Marketing (1 Referral)

sales@emarketfocus.com
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Referrals Close Rate 60%
Other Leads 10%

92% Trust Personal
Recommendations

How To Get 1-2 Extra Loans Per Month



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When I met with my CPA in April of 2016, I asked her "How is my company income from 2014 to 2015, she swung the monitor around and said " You doubled your income"

The ONLY thing different was adding Mortgage Quest to my team.

George Elliot
Owner Agape Mortgages Inc. Portland
OR

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Mortgage Quest Summary

\$65 Per Month, \$55 One-Time Setup



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800-708-9715

Includes:

- Weekly Real Estate Newsletter
- 30 Mortgage Video Prospect Marketing Email
- Holiday and Seasonal Ecards
- 300 Email Library
- 5-10 New Email Added Monthly
- Full CRM System
- Broadcast Email Module
- 10,000 Emails with High Deliverability

- Month to Month – No Long Term Contracts
- Unlimited Training and Support
- Importing and Setup Done For You

Special Bonus - \$15 Per Month



This newsletter is compliments of:

John Doe
Branch Manager
Phone: 555-555-5555
www.johndoe.com



Coming Home...

Nothing is more important than home, except those you come home to.



Expert Insight / Home & Garden / Dollars & Sense / Health & Wellness / Living the Good Life / The Best Possible You / Words of Wisdom / Delicious Dishes

Thought of the Month

"Be more concerned with your character than with your reputation. Your character is what you really are while your reputation is merely what others think you are."
- Dale Carnegie

Should You Pay Off Your Mortgage Early?

Talk to a financial advisor and she'll tell you there are two types of debt: bad and good. In most cases, the bad kind includes revolving debt... more



Soap Scum Removal Made Easy

Soap residue, minerals, dirt, oil, skin cells and bacteria... the scum coating bathroom fixtures worldwide is more than just soap... more



Debt Reduction Tips You Can Use Immediately

The New Year is a time of resolutions—and for many those resolutions include tackling debts. Whether bills and obligations are swamping you or... more



- Normal In Touch Today Pricing
- \$95 Per Month for Emailing To Your List

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800-708-9715