



- + Reach more customers for your money**
- + Capture every telephone lead**
- + Buy advertising time more effectively**
- + Accurately track your lead costs**

Plan IT Products has developed a proven, successful system for generating and managing your mortgage leads. We have used our decades of advertising experience and technology expertise to create a comprehensive and powerful lead-generation system.

Television Advertising

The most cost-effective and responsive method for generating mortgage leads is through broadcast television. Over the years, we have determined how to successfully manage any media budget and to use every dollar to its full potential. Central to a successful television campaign is a hard-hitting commercial that makes the phones ring. We have dozens of proven commercials whose success rates are unmatched.

Capturing the Leads

We have developed an integrated system to acquire and then distribute leads directly to your loan officers in real time. We have partnered with a 24/7 call-center that will handle any overflow of calls from your television leads, or any after-hours inquiries that previously went unanswered. We will use your existing toll-free number or establish a new number exclusively for your TV advertising. A secure database houses all of your leads so that they can be distributed in real-time to loan officers either to their e-mail accounts or via cell phone text messaging. That way, calls can be returned immediately so that you don't lose the lead to a competitor.

Tracking Your Success

We have also developed an exclusive lead analysis system that will identify the impact that television advertising has on your business. We will be able to associate phone leads with commercials, TV stations with customers, spot times with closing ratios, and the net impact of the commercial. This valuable information gives us the ability to change your media schedule in a timely manner in order to keep a constant influx of phone calls. Weekly and monthly assessment reports will be provided.



MORTGAGE PLUS Components

+ Commercials

Plan IT has a variety of successful, proven commercials to choose from for every aspect of the mortgage market: No Docs, Sub Prime, A-credit, FHA, Reverse Mortgage, First Time Home Buyer, Re-fi, 3-day Mortgage Sale and more. We can also create a completely new commercial exclusively for your company at a significantly reduced rate compared to typical production costs.

+ Media Placement

We will evaluate your current media buy, note its strengths and weaknesses, and use our experience to make changes that will show an immediate impact. After a few weeks of experience, we then utilize our advanced tracking and analysis methodology to identify nuances within your market and to buy more effectively for the next month. Media time is purchased on a standard 15% commission structure.

+ Call Center

We provide a call center whose operators use our customizable mortgage lead form to capture the information that you require. After the call is completed, the information will be forwarded immediately to up to three loan-officers' e-mail addresses or text-message-enabled cell phones. Simultaneously, these leads will be entered into a database for easy retrieval.

+ Advertising Performance Analysis - APA

The Plan IT Products APA tracking methodology uses technology to create a easy means to track all of the leads that come from television, cross-reference them with the on-air schedule, and allows us to determine the most effective buy possible. We will generate weekly and monthly analysis reports that will offer valuable insight into your advertising.

Conclusion

The mortgage industry is getting more competitive every day. With interest rates rising and the refinancing business declining, it is vital to get the most out of your advertising dollars. Our Mortgage Plus program is the most effective means of advertising that you'll find. We can increase your market share and make your phones ring.

Please select the package below that best suits your needs. Please contact us for details via email at MortgagePlus@PlanITproducts.com, or call 248-891-8484.



MORTGAGE PLUS Deluxe

The Deluxe package provides a complete solution for companies that have yet to take advantage of the significant benefits of TV advertising. We handle all of the details for you to start and manage your campaign.

Includes:

- One 30-second, one 15-second and one 10-second television commercial personalized with your location and phone number
- Television Media Placement (does not include the cost of airtime)
- Call center lead capture (includes the first 500 minutes of calls)
- Real-time lead distribution
- Database access
- Advertising Performance Analysis system
- \$3,200 + \$500 per month

MORTGAGE PLUS Standard

The Standard package is designed for a company that has consistently placed its own media schedules. We will increase your call volumes and advertising effectiveness through our enhanced commercials and our proven tracking methodologies.

Includes:

- One 30-second, one 15-second and one 10-second television commercial personalized with your location and phone number
- Call center lead capture (includes the first 300 minutes of calls)
- Real-time lead distribution
- Database access
- Advertising Performance Analysis system
- \$4,500 + \$500 per month

MORTGAGE PLUS Basic

The Basic package will use your existing advertising along with our tracking methods to help you maximize your advertising effectiveness. This program is for an established business with its own commercials that wants to ensure that all leads are captured, and would like to learn more about where its money is being spent.

Includes:

- Call center lead capture (includes the first 100 minutes of calls)
- Real-time lead distribution
- Database access
- Advertising Performance Analysis system
- \$1,500 + \$500 per month

