

Loan Officer and Realtor Co-Marketing Achieved Lenders bolster RESPA compliance and accelerate web leads to drive more purchase business.

Mortgage lenders understand the importance of their loan officers co-marketing successfully with realtors. A great source of lead generation, closed business, and future opportunity now comes from co-promotional relationships. However, it's difficult for lenders to accurately track lead flow throughout the mortgage loan process and ensure timely lead response and activity.

With Velocity LoanEngage™ lenders can now deploy, in one unified system, the ability to track incoming leads and engage those leads through automated email marketing, while directly addressing RESPA regulations.

Build the Co-Marketing Bridge to Revenue



Velocity LoanEngage has finally enabled lending institutions to take control of wasted paid lead advertising that's commonly implemented between loan officers and local realtors. Realtors often partner with loan officers to purchase leads, but neither realtors nor loan officers adequately follow up with those leads - a clear RESPA compliance risk. The results are predictable: leads are ignored, consumers are never contacted, and lenders ultimately lose potential revenue. This broken process impairs the brand of all parties and severely damages the consumers' experience.

The Co-Marketing Challenge

1

Poor Follow Up from Realtors

Response from realtors is slow even though time to contact and persistence are critical to effective lead conversion.

2

Consumers Aren't Ready for a Realtor

Realtors won't follow up with leads that don't have pre-approval letters for financing.

3

RESPA concerns

Lenders don't invest in co-marketing with realtors to avoid preferential treatment allegations.

The Velocify LoanEngage Solution

With Velocify LoanEngage mortgage lenders can now:



Make immediate contact with consumers to quickly pre-qualify and establish financing options



Implement branded online presentation and engagement sessions with consumers



Respond to their realtors or partners immediately with pre-qualified buyers



Execute co-branded email contact strategies with their realtor partners



Nurture warm leads to pre-qualification without any tracking difficulties



Significantly reduce RESPA compliance risk associated with co-marketing

Co-Marketing That Delivers Revenue

- ◇ **Streamline Lead Response:** Velocify LoanEngage immediately distributes leads from the lead provider to loan officers' dashboard in a unified view, providing a fast and easy way to engage consumers. Loan officers can quickly track lead progress and communicate all lead response activity back to their realtor partner.
- ◇ **Engage the Consumer:** Velocify LoanEngage includes a best of breed online presentation tool for advising clients on loan products and buying options. Compliant and co-branded drip email campaigns are preconfigured to trigger with synchronized content to support loan officers' contact strategy.
- ◇ **Prioritize and Audit Leads:** An easy-to-use interface prioritizes leads based upon business rules. All communication channels (phone calls, emails and texts) are accurately logged and tracked for reporting purposes.
- ◇ **Update Realtors Automatically:** The progress and status of all purchased leads with realtors are communicated in real-time throughout the buying process. Automated updates are sent from the retail loan officer to reinforce immediacy, service action and other valuable partnership information.
- ◇ **Ensure RESPA Compliance:** Through a unified tracking system, retail mortgage officers solve the corporate compliance dilemma. LoanEngage has built in activity logs, email drip campaigns and partner performance reporting to satisfy any RESPA compliance requirements.

Learn more at [velocify.com/LoanEngage](https://www.velocify.com/LoanEngage) or contact us at 888.843.1777

About Velocify®

Velocify is the leading sales acceleration platform, helping more than 1,500 sales teams sell more by bringing speed and control to the entire sales process. Velocify helps sales teams prospect with more precision, accelerate lead engagement, and implement optimized workflows, ultimately helping sales teams find and convert more leads.