

## Mortgage Direct Mail – Just 49 ¢ each!

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Direct Mail to find qualified prospects for new mortgages? Absolutely, and it doesn't have to cost you an arm and a leg for great mailers, great data, and all the analytics, and PURL's that you need.

Mortgage Direct Mail can deliver qualified – exclusive – prospects for your loan officer. How? Let's take a look at some of the basics you need to have a great campaign, at an affordable price.

### The Mailer

The Mailer for your Direct Mail Mortgage Campaign is often considered one of the most important aspects of a Direct Mail Campaign, but guess what? studies (countless studies) have proven that the Mailer takes a back seat to other, more critical, parts of a Mortgage Direct Mail Campaign. Too often Mortgage Brokers are duped into thinking that "it's all about the Mailer", but that's just not true. With literally millions of the same Mailer being sent every month – the mail piece is certainly no secret. In fact, as one of THE largest List Brokers to the Mortgage Industry, we see virtually every mail piece. Whether you choose a letter, Snap Pack, or other type of Mortgage Direct Mailer, remember that the message needs to be clear with a strong call to action. It's that simple, so don't complicate your mailer!

### The List

This is the biggest factor in the success of your Mortgage Direct Mail Campaign. Identifying your ideal client begins with careful list selection. Caution – beware of other providers of Mortgage Marketing that re-use data that's used for your Direct Mail Campaign. Demand that the list used for your Mortgage Mailer is exclusive to you, that it will not be re-sold or used for another client that the Marketing Company has.

Back to selecting your list...a Professional List Broker will be able to work with you and convey what is working best today. Whether it be LTV driven, Credit Scored Data, Loan Amounts, Payment History, any of these items and more, should be considered when the list is run and eventually ordered.

## PURL's

What's old is new again...PURL's have been around for more than 10 years. When we first used them 8 years ago we found initial success, then, as what happened with all Direct Mortgage Mailers, PURL's fell out of favor. Today, this "old" technology is new again. It's actually a very simple, straight-forward technology that even the simplest of non-tech people can grasp. With the affordability of PURL's, this can be another way to reach out to your prospects.

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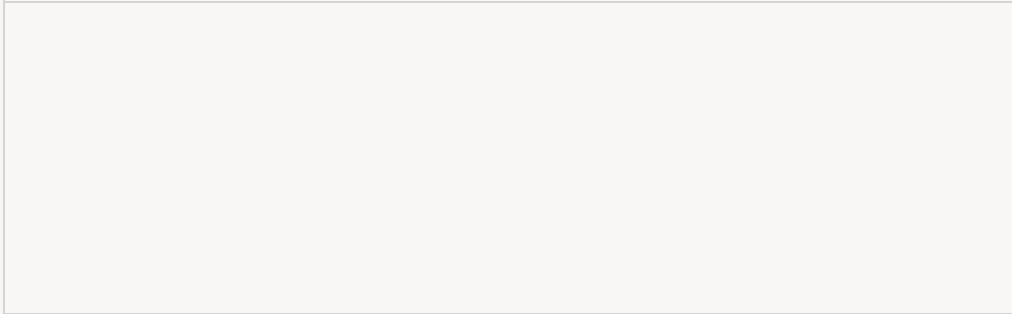
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