

Can one system really get you in the door with realtors, generate quality leads every week, and increase your loan volume?



BNTouch Does. Every Single Day.

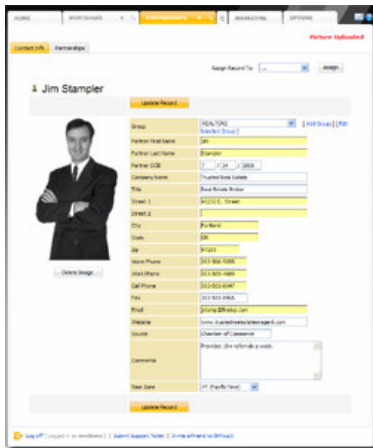
When it comes to deciding which marketing tools will actually benefit your production, it's important to look at the overall picture. Certain systems boast marketing content, others taut their technology, and others simply want to sell you leads.

But none of these things matter if they aren't systematically put together in a way that builds value in your business. BNTouch builds value.

BNTouch Generates Referrals

Anyone in the services industry knows that referrals are key. A referral is easier to work with because they're already been pre-sold on your services. They're less likely to negotiate or rate shop, and they are more likely to refer your services.

But how do you get industry peers to refer your services?



If you're thinking donuts and rate sheets, think again. Loan originators are notorious for asking for referrals and providing nothing in return. The true answer is value. If you can't offer something of value, there's no incentive for your industry peers to work with you. Doing a good job or promising you can close on time is great, but it's also assumed that you should be able to do your job adequately.

Value is different. Providing value means you're bringing something to the table that will benefit your partners.

Attracting Real Estate Agents

BNTouch makes attracting top producing agents a breeze. Our Co-Branded marketing campaigns provide true value to your agent partners because it allows you to directly increase their production through marketing. Our campaigns allow you to market on behalf of your real estate agents with informational pieces that will automatically go to their leads for 40 days.

Simply upload the realtor's photo and contact information and send them the Co-Branded form from your BNTouch account. This electronic form allows your realtor partners to input leads directly into your BNTouch account. Once that lead's

information is received, BNTouch will place that lead on an email marketing campaign that's complete with your partner's photo, logo, and contact information (don't worry, yours is there too!). BNTouch will track which emails get opened, who that lead belongs to, and it gives you the ability to re-REFER that agent anytime someone wants to move forward.

With BNTouch, you can meet realtors with confidence and keep them loyal to you for the long haul. We have had several clients create their own marketing packages around this campaign resulting in an average of 5 new realtor partners each month with some of our members receiving over 100 new leads every week!

Other Industry Peers



The automated marketing engine allows you to attract new real estate agents by marketing on their behalf, but what about other industry peers?

The screenshot displays the BNTouch interface for a user named Westley Barrentine. The main area contains a 'Survey Questions' section with the following data:

Income Increase/Decrease in next 2,3, or 5 years	Increase
Most important component in the loan process	Fast Closing
Preferred Communication	Work Email
New Financial Oblig. in next 5 years	Private School
Financial Philosophy	Moderate
Rate your CPA	Don't have one
Rate your investment advisor	7
Rate your estate planner	Don't have one
Rate your life insurance	9
Rate your insurance	10
Rate your retirement plan	6
Are you planning to be out of town during this transaction	
Children? If yes, see below	Yes

The sidebar on the right contains the following information:

- Group: Funded Before BNT
- Borrower: Westley Barrentine
- Co-Borrower: Nil
- City & State: Portland, OR
- Home Phone: 503-535-8006
- Work Phone: 503-535-4268
- Cell Phone: 503-535-1830
- Fax: [Redacted]
- Email: wbarrentine@fincap

At the bottom of the sidebar, there are buttons for 'Send Email', 'Print Label', and 'Print Letter', along with a 'Personal Interests' field containing '[edit]'.

Because BNTouch is a marketing database, it allows you to track specific marketing trends as well as information on each of your borrowers that will increase the overall value of your database. For example: as a mortgage professional, you are already discussing assets and finances with your borrower, why not simply ask them if they have a financial planner? If they do, ask them if they are satisfied with their services.

Over time, these questions add up to a wealth of marketing information. Imagine approaching the next financial planner you want to work with and offering to introduce them to everyone in your database with assets over x amount of dollars that either currently don't have a financial planner, or do but are dissatisfied with the level of service they are receiving?

With BNTouch all you have to do is upload the partner's photo and contact info to send out. In BNTouch you can easily trigger a campaign that introduces that partner to those in your database who could use their services. It's simple, easy, and effective.

Converting Leads

With BNTouch, you won't have to worry about converting your new leads. Our intelligent marketing engine will take over from there. Simply personalize the marketing campaigns that come with BNTouch, trigger them, and your entire database will regularly receive professionally crafted marketing pieces from you that are all set to where those people are in the loan process. Month over month, BNTouch allows you to build your relationships, stay in communication and close more loans because you are generating referrals and closing more leads than ever before.

To Learn More Visit
www.bntouchmortgage.com

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