

# Mortgage XSites

## Real stories



*"In the first two weeks of launching our website, we generated 42 new leads! That's 10 times what our old site was pulling. The system is so easy to use and learn, yet it offers robust features unique to a la mode. I don't see us ever using anything else."*

— George Chapin

[www.UnionNationalMortgage.com](http://www.UnionNationalMortgage.com)

"What I like best is that a la mode continues to improve its product and make it available immediately. The result is a very progressive and effective website that does not look like it is canned, but rather custom. The functionality is user friendly, and your staff is extremely nice to work with, friendly and knowledgeable. They always seem so happy to help! In a tough market like this, cost is a huge factor and keeping it affordable has been key. Overall it's a great value!"

— Andrew Del Rey

[www.DelReyLoans.com](http://www.DelReyLoans.com)

"I have used a la mode for years and have been very happy with the value I get for the price. I extensively researched various places before I chose a la mode, as I am not the least bit knowledgeable with personally creating a website. It's extremely easy for me to change how the site appears, as well as the information contained on the site. It gives me an Internet presence that looks professional. Thanks!"

— Amy Fuentes

[www.AmyFuentes.com](http://www.AmyFuentes.com)

"I heard of a la mode through some direct mail and e-mails. I always considered you a forerunner for websites and technology. What steered me from who I was presently using was that I did not see any reason to reinvent the wheel and have my web designer build something from scratch when you had a great deal already prepared. Essentially, an economy of scales if you will. Also, I liked the ability to customize and make changes without having to call a web designer all the time."

— Gary Parkes

[www.GeorgiaBankLoan.com](http://www.GeorgiaBankLoan.com)

"Sales are 80% marketing, and 20% know how. My business requires that I maximize my exposure and minimize my cost. I needed to align myself with a company that could impact both aspects of my business. a la mode not only provides me a wonderful cost effective tool to market my business, they also keep me informed with industry standards, trends, and projections. a la mode has so many innovative ways to organize workflow and magnetically attract lead sources and customers. I highly recommend a la mode's services to any professional that is serious about keeping their business a cut above the rest!"

— Bliss Green

[www.LendingBliss.com](http://www.LendingBliss.com)

"Our XSite is very easy to use and XSellerate has the right flyers, postcards and newsletters already completed for us. It's very important to stay in front of our past clients and referral sources, and XSellerate allows us to do this with little time and effort."

— Gary Bussard

[www.StLouisLoanRates.com](http://www.StLouisLoanRates.com)

"Our XSite holds our client's attention, earns their trust, and legitimizes our business, while generating a profitable business for us. And because it's so customizable, it allows us to really project the message we want, without looking stale or generic."

— Paul Thistle

[www.Take2RealEstate.com](http://www.Take2RealEstate.com)

"We have been very pleased with our XSite. Both our clients and Realtors find our site informative and professional. We love XSellerate, as it allows us to keep in touch

with Realtors, builders, and past clients with so much ease. And the support is excellent. I recommend a la mode to any mortgage professional that wants a full service website without the hefty price tag."

— Chris Gray

[www.HowToGetAnFHALoan.com](http://www.HowToGetAnFHALoan.com)

"Mortgage XSites are the lifeline of my business. Thanks to these sites, we have stayed busy through the downward spiral and are getting extremely busy. With simple updating and some search optimization that I do myself, we have stayed near the top of the search results for our targeted area... without paying for clicks. We are currently receiving, on average, at least one new lead per day and often times multiple a day. XSites are so user friendly and attractive to clients at the same time. I would never choose another website company to host and develop my website, even if it was less expensive."

— Laura Martell

[www.E-ArizonaMortgage.com](http://www.E-ArizonaMortgage.com)

"I'm so happy with a la mode. When I have a problem or a question, the service is "scary good". Thank you for the class organization you have put together. I will continue to send people your way and sing your praises."

— John Shaw

[www.MtgBuy.com](http://www.MtgBuy.com)

"Our Mortgage XSite allows us to streamline the mortgage readiness valuation of our clients. We have had a ton of clients come to our site during this economic downturn and we impress on our clients that this is the best time in decades to buy. As a

HUD certified housing counseling agency, we have been able to tailor our XSite to fit our very specific needs."

— *Sylvia Alvarez*  
[www.GeorgiaBankLoan.com](http://www.GeorgiaBankLoan.com)

"XSites are wonderful. I ditched an "in-house" designed site for my XSite. The back office interface and other lead tools have been a huge asset to my business."

— *Rob Barney*  
[www.DHLC.net](http://www.DHLC.net)

"Aspen Hills Mortgage has continued to be successful in this turbulent economy because of many of the resources our XSite provides. Our XSite, combined with alternative social networking media outlets, has driven a lot of traffic to our website."

— *Corey Moser*  
[www.AspenHillsMortgage.net](http://www.AspenHillsMortgage.net)

"XSites are extremely user friendly and functional for my clients. It's the perfect place to drive people for the daily rate lock advisory and getting up to speed on program changes."

— *Paul Burns*  
[www.TheHomeBuyerTeacher.com](http://www.TheHomeBuyerTeacher.com)

"I have had my XSite for less than two months and am amazed at how easy it is. I've already had 11 loans started from the online application on the XSite. It is so easy for our clients to upload documents like tax returns, W-2's, etc., into their file with DirectFax. The clients love it and I love it. In addition, the traffic to the site has been amazing. I don't know what it is about XSites, but Google sure does love them!"

— *Steve Presley*  
[www.LowerMyPayment.us](http://www.LowerMyPayment.us)

"XSites are the number one cause of our 1000% traffic increase over the last 6 months. As a CA-only lender, we initially struggled to restrict our traffic to our potential market. Now 98% of our unique visitors come from CA. Our XSite generates, on average, 2.5 valid leads per day."

— *Aaron Opfell*  
[www.SunriseVista.com](http://www.SunriseVista.com)

"Our Mortgage XSite plays an important role in our business plan. It validates our company by allowing our consumers to see us, which helps them feel more comfortable about whom they are dealing with. It is an avenue for us to tell the world about whom we are and what we do. Its resources give us a chance to educate our borrowers about the mortgage process."

— *Rob Baer*  
[www.RedHotRates.com](http://www.RedHotRates.com)

"I have been using XSites for five years, and I must say that based on my research from other companies, XSites are the best products at the best price. My background is in computers, so website functions and marketability are the most vital part of the real estate industry that I look at. If you are someone on the fence looking to purchase a Mortgage XSite, it is worth every penny."

— *Pedro Barreto*  
[www.WorkmanHomeLoans.com](http://www.WorkmanHomeLoans.com)

"I have been very happy with a la mode in regard to how they have gone out of their way to assist me on multiple occasions. Their training material is extremely helpful, and when I could not figure something out, their techs knew what they were talking about and were able to relate it to me. Most importantly, my Mortgage XSite has enabled me to tap into the online market and increase my business. My XSite has more than paid for itself."

— *Samuel Morales*  
[www.YourloanOfficer4Life.com](http://www.YourloanOfficer4Life.com)

"Our Mortgage XSite is one of the best investments that we have made as a small business. I love the ability to customize the site and use it to generate leads. XSellerate allows us to constantly stay in front of clients, prospects and referral sources. There's no doubt that it has dramatically improved our company's look and online presence. And at less than \$1,000, it's an absolute steal!"

— *Steve Grandizio*  
[www.FriendlyMortgage.com](http://www.FriendlyMortgage.com)

"I LOVE my Mortgage XSite! They're far superior to any website available for mortgage professionals. It's easy to maintain and make changes instantly — especially in today's ever-changing environment. My clients can fill out the 1003 on my website's secure server (saving me time). I can e-mail them daily updates on their loan status and also update the Realtors, title and escrow involved in the transaction! This is a huge advantage because my clients and Realtor partners always know what's going on."

My business has literally doubled since I started using my Mortgage XSite! The 24/7 live support is second to none! If you are a mortgage professional and you're not using a la mode's products, you are missing the boat! They have NO equal."

— *Gerard Ladalardo*  
[www.CaLoanPros.com](http://www.CaLoanPros.com)

"XSites are the perfect solution for me, because they allow me to run my mortgage business without worrying about expensive or time-consuming website maintenance. My XSite is the perfect combination of flexibility

and affordability, allowing me to customize almost every aspect of the content and design, without having to spend countless hours to do so. With the pre-designed templates, colors and styles, I can make my website truly unique without paying a programmer expensive fees. Our industry has been going through a difficult cycle, but my XSite has given me staying power by allowing me to adjust my marketing materials to ever-changing business needs."

I highly recommend the product to anyone who wants to add a web-presence to their business marketing model."

— *Troy Cilio*  
[www.TroyCilio.com](http://www.TroyCilio.com)