

XSellerate

► Automatic marketing that turns leads into life-long clients



- Hundreds of effective, customizable campaigns to keep you in touch with past clients, and potential borrowers
- Professionally designed and written campaigns of all types including incomplete loan apps, first-time homebuyers, and more.
- Effective — XSite clients with XSellerate average **40% more leads** than those without
- “Set and forget” scheduling means you don’t lift a finger
- Just one annual fee, no per-use fees

Get new clients and keep them well past the closing table

XSellerate, our automated mortgage marketing system, handles your marketing with ease. Choose from over 260 pre-written, professionally designed marketing pieces targeted to turn prospects into clients and clients into referral machines.

Easily modify our ads, or create your own messages and use XSellerate to manage and deliver the campaign automatically.

The Auto Scheduler sends your pieces to whom you want, when you want. Just set your campaign schedule, and XSellerate takes care of the rest, sending campaigns that span weeks, months, or years.

XSellerate knows that leads fall into categories and those categories trigger relevant marketing automatically, as soon

as a person is added. For instance, a new lead will start getting your “New Leads” campaign immediately.

If you have a Pro level Mortgage XSite, XSellerate works seamlessly with leads as they come in, so there’s no retyping contacts. Plus, contacts can be imported easily from other programs, so it’s a great product on its own, too.

To stay on their minds with valuable information daily or weekly, add the Daily Rate Lock Advisory to send expert rate lock advice, with your branding.

Call us today to put XSellerate to work for you. With our 100 day money back guarantee, there’s no risk since we’ll refund every penny if you don’t see results.

\$199 *per year*

100 day money back guarantee
Free 24 x 7 x 365 live tech support

See more details on back
and call 1-800-ALAMODE ►



Visit us online for a free trial
and see a short video at
www.alamode.com/MortgageXSellerate

XSellerate

Huge ad library

- Over 260 completely customizable, professionally designed and written e-mail ads, postcards, and flyers
- Ads cover everything from first time homebuyers, refinances, specific loan programs and more
- Stay in constant contact with ads for holidays, birthdays, anniversaries, etc
- Any ad can be edited using our built-in editor that works like a word processor
- Create your own ads with our templates, using the easy editor
- All campaigns are automatically branded with your company and contact info
- Designs for Avery™ postcard templates also included
- No limit on the number of campaigns you can create and activate. Create multiple campaigns for different groups of contacts



Professionally designed mortgage-specific ads

- New ads are added constantly for free
- All e-mail campaigns and pre-written subject lines have passed rigorous deliverability testing

Contact management tools

- Quickly enter your contacts or import from any database. If you own an XSite, your leads are automatically synched so there's no retyping
- Group contacts by campaign, loan program, prospect or any other type
- Contacts can be merged into most mailing labels (for print ads) including all Avery™ mailing labels

Marketing intelligence system

- Select to send campaigns for delivery on a specific date or interval of days with our "set and forget" system
- When a contact is added to an existing group, XSellerate marketing assigned to that group automatically starts for that individual. Nothing to set up
- Schedule printed pieces, such as postcards or letters and XSellerate lets you know when to print and send for a cohesive multi-media ad campaign
- Built-in anniversary campaigns will automatically send birthday greetings to your contacts and loan closing anniversary greetings to past clients
- Pre-built holiday campaign ensures your selected clients get a greeting for every major holiday during the year

Analysis and reporting

- One page tracking view of ads sent, read, and site visits generated
- Every Sunday, you'll get a detailed report that shows how many e-mails were sent, and who opened them. You'll know which ads are working and which aren't, so you can adjust

Add Daily Rate Lock Advisory to become an indispensable resource for your contacts

- Automatically sends lock/float advice to your clients with your brand and company name
- The e-mails are written by industry expert Al Bowman, so there's nothing you need to write
- Easiest way to reinforce your credibility and put your name in front of contacts with valuable information every day
- Mortgage professionals nationwide pay thousands of dollars a year for services like this, but you can add it to XSellerate for only \$299 per year



All ads are branded with your information including the Daily Rate Lock Advisory plug in to XSellerate

Fair pricing, support, and training

- One low annual price, no per-use fees, set up, or monthly fees
- 24 x 7 x 365 live tech support based in Oklahoma City, Oklahoma
- Pre-recorded webinars so you can watch and learn at your convenience
- Live, interactive webinars allow for hands on help and real time Q&A