



## ***What is the Net Branch Lead System?***

Your net branch can make money by selling and distributing leads to your loan officers with the boberdoo.com Net Branch Lead System.



## *Long-term Goal*

- ◆ What are the long term goals of your net branch company?
- ◆ More loan officers?
- ◆ More closed loans?
- ◆ Smother operations?
- ◆ Consistent and long term revenue?



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## *Problems*

- ◆ It is impossible to babysit each and every loan officer in your net branch. How do you know that they are out generating their own new business opportunities? You don't and you don't want to hold their hand through the entire process either.
- ◆ What if you could provide your loan officers with a consistent source of leads and also make money on the process? You can.



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## ***Fulfilling Net Branch Needs***

- ◆ The boberdoo.com Net Branch Lead System allows you, as a net branch, to automatically sell and distribute leads to your loan officers.
- ◆ The system also allows you to track lead sources, track brokers, and track lead returns so you can manage your lead sources (which we can help you find) and sell your loan officers the best possible leads so they can close more loans.



## *Cost Analysis*

- ◆ Hold onto your chair.....our system is free AND it will generate you revenue. We charge a \$1 per lead fee for leads that are processed through your system. For example, if you are buying leads for \$20, you can mark the leads up and sell them to your brokers at \$23. This covers our \$1/lead fee and it puts \$2 in your pocket for every lead. There are no up front costs at all. We make money only if you make money.



## ***Strengths and Advantages***

- ◆ Automatically distribute, manage and charge for leads.
- ◆ System handles lead returns automatically.
- ◆ System has built in reports that help you monitor your brokers and your lead sources.
- ◆ Make money by selling leads (not to mention the increased revenue from more closed loans).
- ◆ This service will help with broker recruiting.
- ◆ Keep everyone's pipeline full.



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## ***Next Steps of Action***

- ◆ We offer both unmanaged (you process leads in the system) and managed (we handle operations) systems.
- ◆ Your system will be customized to appear as 100% your system.
- ◆ Support is included.
- ◆ We can customize the system to fit your needs. We have been building lead distribution systems for over two years, this is OUR niche.



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