



Mobile Marketing for Mortgage Professionals

***Generate leads and build awareness – simply, affordably --
with ConsumerTouch***

Close Reach Communications **ConsumerTouch™** enables you to generate qualified leads and increase your visibility by using existing technology – cell phones and online technology. ConsumerTouch helps you:

- ⇒ Increase your sales and commissions
- ⇒ Acquire qualified leads
- ⇒ Build greater customer awareness
- ⇒ Increase word-of-mouth advertising and recognition



Tell your customers to visit your web site, where they can download the financial calculator onto their cell phones – **free of charge**. They can use it whenever they are shopping for loans or mortgages, analyzing their savings, purchasing a new car – whenever they need quick and handy financial calculations. It's so useful, that your colleagues and co-workers will want it, too.

Each time your customers use the financial calculator, whether for mortgage purposes or otherwise, they will get an advertising impression of your business. Your customers will be **consistently reminded of what you offer and how to contact you**.

Start by offering your customers a financial calculator

Get started with **ConsumerTouch** by offering your customers a useful, customer-friendly finance calculator that can be downloaded from your mortgage company's web site to their cell phones.

The financial calculator is customized with **your logos, your colors, your contact information** – and can include scrolling messages, and business product and service information. In other words, the financial calculator is **your Digital Business Card**.

Increase your visibility

ConsumerTouch is a perfect extension of your advertising on the internet in newspapers or whatever media you use.





Now you're ready to reap qualified sales leads

Customers provide sales lead information

Customers who sign up for the financial calculator from your web site will be asked to complete a sign-up form – a profile of their mortgage needs. This online form can include whatever sales questions you want – pre-qualifying customers' interests and needs.

If you don't have a web site, Close Reach Communications can host the page for you.

You get ***immediate notification via email of each customer sign-up*** – including the answers to your sales qualifying questions.

In addition, you can request ***monthly reports*** that will include all of the customer sign-up statistics along with a combined database of all sign-ups in the previous period.

Target your services to increase sales and commissions

Now that you have a database of customer cell phone numbers, your mortgage business can provide text message marketing. As new loan offers become available, match them to your customers needs – and send text

messages with the new loan details to the matching customers. Your customers will appreciate such timely notification!

Attract even more qualified sales leads

Include links to your sign-up page on your existing advertising – brochures, newspaper ads, TV commercials – whatever your advertising includes. And, use the invitation for a free financial calculator to attract internet surfers to your web site.

Extensive Coverage

ConsumerTouch is designed primarily for Cingular, Sprint and T-Mobile (with T-Zones) mobile phone carriers, as well as Blackberry PDAs capable of Games and Applications.

Close Reach Communications Inc.

4518 Bull Creek Road,
Austin, Texas 78731

phone: 512-576-3030
fax: 973-201-1670

web: www.CloseReachRealty.com

Email: info@CloseReachRealty.com