

shape >



5 Strategies to Increase Your Mortgage Business Revenue Now

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5 Strategies to Increase Your Mortgage Business Revenue Now

You know the mortgage business is highly competitive.

You know you need lead generation, marketing automation, and CRM technology to help streamline and grow your business.

But what you might *NOT* know is there are **5 key strategies and insider tips** designed to help you **increase your revenue while decreasing costs**:

Strategy #1 Remarket/Retarget Existing Prospects

Strategy #2 Integration with Loan Origination Systems (LOS)

Strategy #3 System Automation

Strategy #4 Business Intelligence Technology

Strategy #5 Client Portal/Mortgage POS

The best part is you can start implementing these win/win digital solutions right now, in conjunction with your CRM, to enhance your business.

The following is an example of a client that started using Shape in 2021:

Meet our client, John.

John owns a mortgage brokerage firm. He has been in business for two years and has a team of five loan officers. When he came to us, he was spending \$20,000 in marketing per month to receive 160 leads to close around 10 loans per month (6.25% closing percentage) with an average balance of \$400,000. So, John was closing approximately \$4 million per month in loan volume. Assuming 1.5 points on each loan, his revenue was about \$60,000 per month.

By enhancing his mortgage business with Shape's Client Portal, CRM-LOS integration, and the 5 key strategies we are about to show you, John now closes \$6 million per month with LOWER marketing costs. That's an extra \$2 million per month in loans closed and an additional \$30,000 in revenue.

01



STRATEGY

Remarket/Retarget Existing Prospects

Lead generation for mortgage brokers can be expensive and difficult to master. Remarketing/retargeting strategies for existing prospects are highly effective as you can target specific people that are looking for a loan, instead of just random people. They allow you to remind prospective customers of your services after they leave your Point of Sale (POS)/Client Portal without acting or completing the loan process.

Remarketing typically works by collecting email addresses to create a list to send out future email nurture campaigns. **Retargeting** works by delivering relevant banner or display ads about your services by matching your prospect's home network IP address (based on cookies and past behavior online) to increase your conversion rate.

Look for a retargeting tool, such as ShapeIP, that provides an all-in-one solution to automate leads and target with DNS lookup and reverse IP, so you can track who visits your POS/Client Portal. Then, remarket to those specific visitors.

This strategy can help you:

- > Target your most qualified loan prospects
- > Develop more relevant, hyper-personalized messages
- > Get more conversions, sales, and higher ROI

10X

HIGHER
click through rate than
regular display ads

50%

INCREASE
in sales probability

161%

INCREASE
in conversion rate

02

STRATEGY

Integration with Loan Origination Systems (LOS)

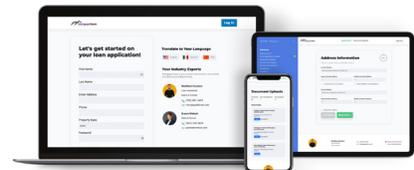
According to a survey by [Fannie Mae](#), 66% of borrowers are interested in a fully digital mortgage experience.

An LOS is the “back-end” software solution that helps automate, streamline, and seamlessly sync the entire loan process from start to finish.

When a borrower applies for a loan through a [Client Portal/POS](#) and gets through the application process, the LOS automatically sends out documents and disclosures, tracks data, provides reports, facilitates compliance, and updates teams on status/actions needed.

The benefits of using a [Client Portal/POS](#) system with a [CRM](#) that integrates with LOS partners, such as Lending Pad, Encompass, and Calyx include:

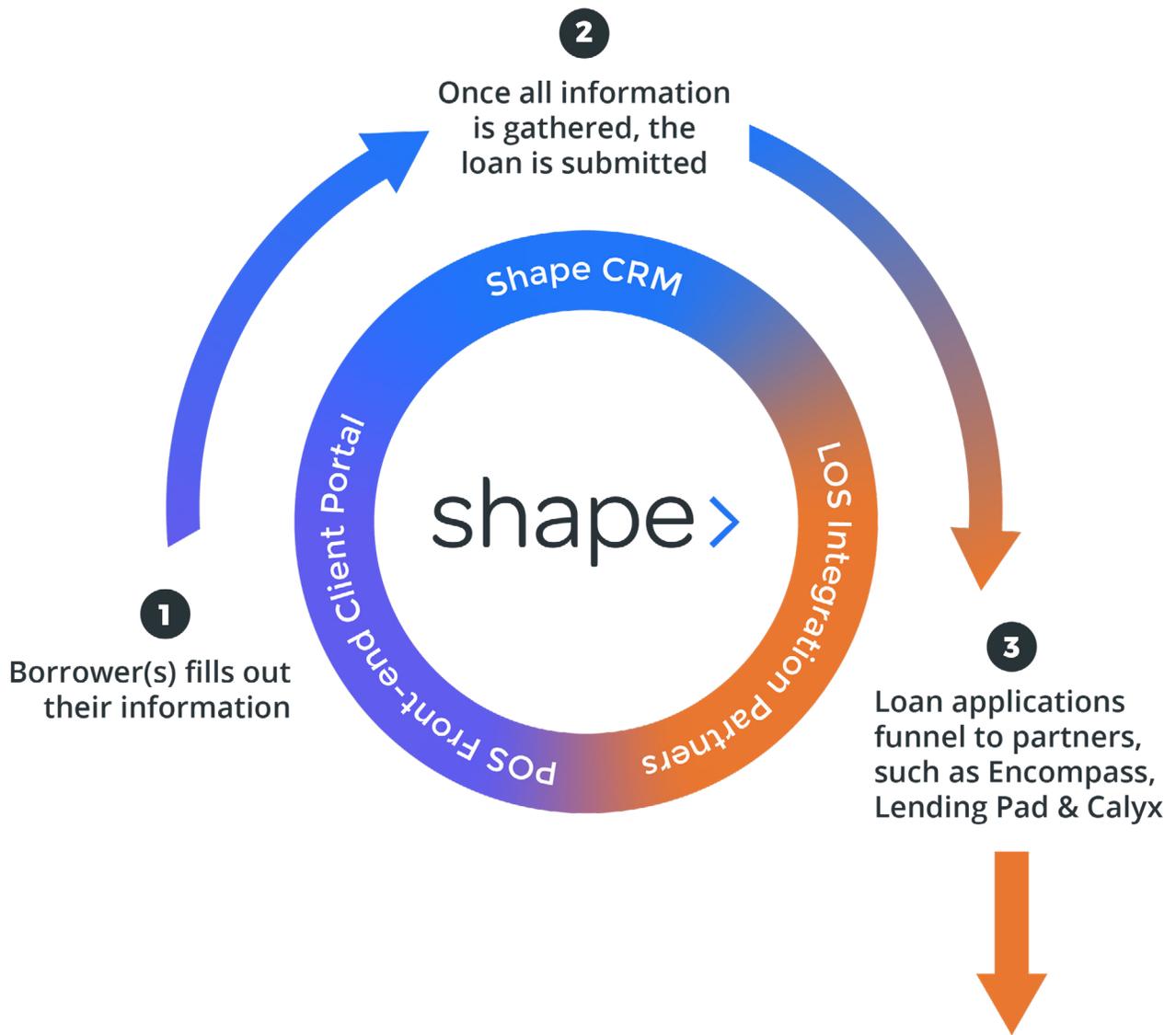
- End-to-end solutions that take you from pre-loan through post-close with a seamless, digital ecosystem for fast and scalable origination of loans.
- Ability to originate loans anywhere, anytime, on any device with a secure internet connection.
- Increased efficiency with a simplified user experience (integrated document management, employment verification, appraisal, and underwriting) to shorten the lending cycle.
- Reduced labor costs by eliminating hours of manual input and review—saving time and money.
- Reduced human error makes it easier to comply with stringent regulations.
- Accurate data through automation can save as many as 20 days off the time to close.



66% of borrowers are interested in a fully digital mortgage experience

72% prefer to fill out the loan application online

70% prefer to submit loan documents online



CLICK TO  PLAY ANIMATION

03

STRATEGY

System Automation

In the digital mortgage era, your team needs a system that builds strong relationships with potential borrowers and clients. Look for a powerful [CRM solution](#) that provides:

- Email and text automation to send out perfectly timed follow ups, build nurturing drip campaigns, and automate status updates to free up valuable time and keep your processes consistent and compliant.
- Ability to calculate payments with amortization calculators to help you provide accurate, real-time payment data your prospects need to make decisions with less turnaround time.
- Easy intake to manage your entire workflow in one place. Build robust intake forms, manage leads, and send important documents securely with a built-in POS solution and eSignature module.
- Answers in an instant with an internal team chat feature, so your loan officers can connect with a processor in seconds--allowing deals to get done more efficiently.

Create Email Templates

Hello {First Name},

We understand you're looking to leverage the equity in your home through a cash-out refinance and we'd like to ask you to consider {Company} for your new mortgage loan.

At {Company}, fast and efficient

	First Name	Last Name	Email	Last Activity	Source	Assigned User	Main Status
<input type="checkbox"/>	Robert	Burch	rob@hodivorce.com	Feb 6, 2019, 2:20 pm	Email	Manager Legal	New
<input type="checkbox"/>	Lee	Verron	lee@hildlaw.com	Feb 4, 2019, 12:19 pm	Purchased	Legal Demo	Contacted
<input type="checkbox"/>	Maya	Shulman	maya@shulmanfamilylawgroup.us	Jan 31, 2019,			
<input type="checkbox"/>	Christopher	Dull	chris@ewlegal.com	Jan 30, 2019,			
<input type="checkbox"/>	Ann	Moder	ann@moderlaw.com	Jan 28, 2019,			
<input type="checkbox"/>	Joel	Seidel	jo@seidellaw.com	Jan 25, 2019,			
<input type="checkbox"/>	Jami	Fogate	jami.fogate@fogate.com	Jan 24, 2019,			
<input type="checkbox"/>	Koch	wit@kochlaw.com	Jan 23, 2019,				
<input type="checkbox"/>	Barzegian	ana@barzegianlegal.com	Jan 22, 2019,				
<input type="checkbox"/>	Thilo	chris@thelaw.com	Jan 21, 2019,				
<input type="checkbox"/>	Ed	elisa@edlaw.com	Jan 21, 2019,				
<input type="checkbox"/>	Res	rjones@gmail.com	Jan 2, 2019, 8				

\$2,783

Jonny Aiguo

04

STRATEGY

Business Intelligence Technology

Business intelligence technology, such as [ShapeIQ](#), uses artificial intelligence analytics and your own business data to **increase your conversion percentage by 30% or more** by:

- Analyzing lead scores so you can easily select the leads with the highest probability of closing at a quick glance.
- Taking the guesswork out of lead contacts with over 700 data points analyzed, so your team can focus on what matters most--closing the best deals.
- Prioritizing leads with prioritization rules to help you stop wasting time on leads with a lower probability of closing.

The screenshot displays a CRM interface. At the top, there's a blue header with the text "Create Email Templates". Below this, an email template is shown with a placeholder "Hello {First Name},". The main body of the email reads: "Congratulations! As a new {Company} client, you have now taken the first step to a fully integrated and automated business platform. We are here to help your business thrive. Please let me know if I can do anything to...". Below the email content is a search bar and a table of leads. A dark blue callout box with white text says "New lead from Website." pointing to a specific lead in the table. In the background, there is a woman in a yellow blazer sitting at a desk, and a bar chart showing monthly data from January to December.

<input type="checkbox"/>	☆	First Name	Last Name	Email	Last Activity	Source	Assigned User	Main Status
<input type="checkbox"/>	☆	Robert	Burch	rob@ocdivorce.com	Feb 6, 2019, 2:20 pm	Email	Manager Legal	New
<input type="checkbox"/>	☆	Lee	Vernon	lee@divorcelaw.com	Feb 4, 2019, 12:19 pm	Purchased	Legal Demo	Contacted
<input type="checkbox"/>	☆	Maya	Shulman	maya@shulmanfamilylawgroup.us	Jan 31, 2019, 4:38 pm	Email	Manager Legal	Attempting Contact
<input type="checkbox"/>	☆	Christopher	Dull	chris@cwlegal.com	Jan 30, 2019, 3:15 pm	Email	Legal Demo	Follow Up
<input type="checkbox"/>	☆	Ann	Moder	ann@moderlaw.com	Jan 28, 2019, 4:57 pm	Referral	Legal Demo	Submission Complete
<input type="checkbox"/>	☆				Jan 25, 2019, 11:14 am	Email	Legal Demo	Incomplete Files
<input type="checkbox"/>	☆				Jan 24, 2019, 2:44 pm	Advertising	Legal Demo	Missing Documents
<input type="checkbox"/>	☆				Jan 23, 2019, 4:41 pm	Purchased	Legal Demo	Attempting Contact
<input type="checkbox"/>	☆				Jan 22, 2019, 3:22 pm	Website	Legal Demo	New
<input type="checkbox"/>	☆	Christine	Thielo	chris@thielolaw.com	Jan 21, 2019, 4:08 pm	Choose	Legal Demo	Contract Sent
<input type="checkbox"/>	☆	Elisabeth	Lord	elisa@lordlaw.com	Jan 21, 2019, 4:06 pm	Choose	Legal Demo	New
<input type="checkbox"/>	☆	Ronald	Jones	rjones@gmail.com	Jan 2, 2019, 9:26 pm	Referral	Legal Demo	Follow Up
<input type="checkbox"/>	☆	Kelly	Jones	kjones@mls.com	Feb 5, 2019, 11:09 am	Advertising	Legal Demo	Attempting Contact

12,312
Total Sent

7,289
Opened

1,732
Clicked

791
Bounced

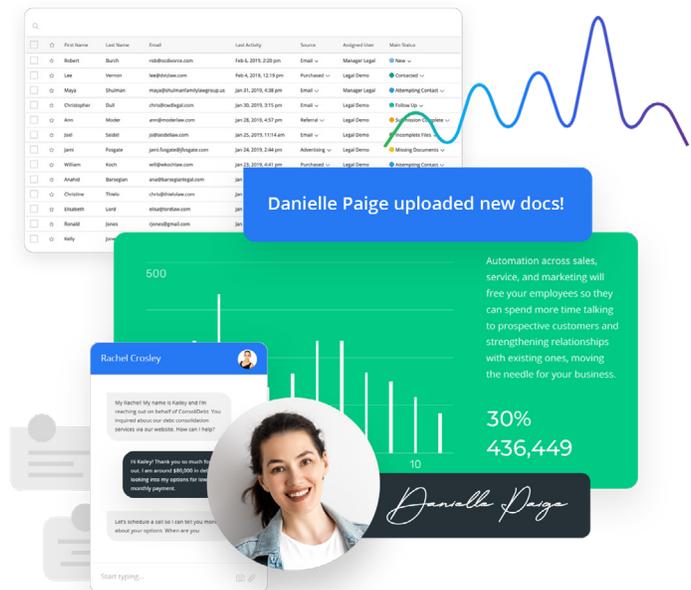
STRATEGY

Client Portal/Mortgage POS

A Client Portal/Mortgage POS is a client-facing, digital platform that allows borrowers to apply for a mortgage from their desktop, tablet, or mobile device. They can upload all the necessary documents, track their application, and directly communicate with a loan officer--all within a single location.

POS artificial intelligence technology and automation has numerous benefits, including:

- Eliminating frustrating and redundant tasks to save time, increase satisfaction, and provide a mobile-optimized experience for borrowers.
- Increasing transparency and simplifying the mortgage application process.
- Gaining more control and streamlining data collection.
- Increasing conversion rates.
- Improving market share.
- Obtaining quicker, more efficient, high-quality loans.



Schedule a complimentary, customized strategy session today with one of our business intelligence consultants to learn how to improve your individual business.

REQUEST A DEMO