

## Optimize those Poor Credit Leads!



Let's help you monetize your poor credit leads -- ethically, profitably, and automatically.

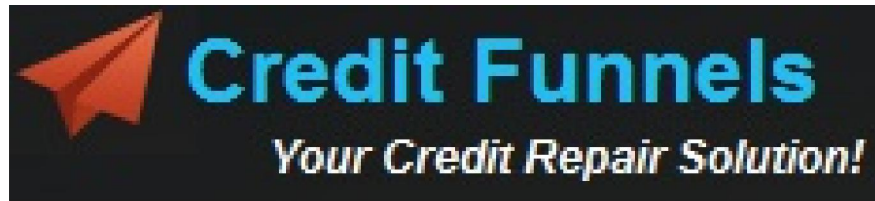
### Quick Program Summary:

- leadPops offers an automated and tactful way of turning down and helping poor credit borrowers
- Provide a value-added solution for poor credit customers as opposed to just a denial (or no follow up at all)
- Improved salesperson morale (not getting bad quality leads)
- Improved marketing ROI -- bring dead loans to life
- Earn revenue -- thousands and quite possibly tens of thousands of dollars -- on leads that would otherwise be a lost cause



# Optimize those Poor Credit Leads!

We have partnered with an A+ Rated, BBB accredited, nationwide credit repair company that has been fully vetted for this opportunity. For more details, go here -- <https://creditfunnels.com/>



Our team of Credit Repair Experts will follow up personally with each poor credit lead you refer and offer a free, no-obligation Expert Credit Evaluation.

If your referral signs up, you get paid, we fix their credit, and then we send them back to you exclusively when they're good and ready to qualify for a mortgage.

You don't lift a finger. No cost to you. Btw, did we say fully automated?



## Here's How it Works:

We'll equip you with a Poor Credit Service System (PCSS) for your subprime leads. This includes a customized credit repair landing page(s), built-in CRM, and reporting.

Your PCSS will provide complete tracking and access to the following info, any time:

- How many poor credit leads you've generated
- How many have submitted a request for a free, Expert Credit Evaluation
- How many have actually purchased credit repair service

You will have your own login to track all of the clients that have signed up. You can see their progress, and as an added courtesy, we will send out updates on clients that have hit specific benchmarks that you indicate they need in order to qualify for a loan.



## Here's How it Works:

Your leads are 100% exclusive to you. We don't share or sell these leads to other mortgage companies or lenders.

Though we can't guarantee they'll end up doing a mortgage with you, the entire strategy is built to fix their credit and bring them back to you once they are credit worthy.

In addition to providing you with a full-service PCSS landing page(s) for you to direct these consumers to, we can make a slight modification to your leadPops Mortgage & Real Estate Funnels.

This way, when a consumer answers "Poor Credit" or "Credit Needs Improvement" on your lead capture forms, once they submit the info, we dynamically take them to a unique thank you page (instead of the standard thank you page that tells them you will be following up with them to talk about their mortgage or real estate options).



## Here's How it Works:

Again, this only occurs if they answer "Poor Credit" or "Credit Needs Improvement" (we can customize settings for your specific scenario, as well as the messaging).

Here's an example of this dynamic thank you page:



Sebonic Financial  
RELIABLE REALTIME REINVENTED

## Thanks for Your Request

Unfortunately, we're currently not offering any loan programs for borrowers with credit challenges.



However, we do want to help you reach your goals.

We would like to introduce you to an A+ Rated, BBB accredited & trusted credit repair company that can help you restore your credit.

They are offering our clients and friends a **FREE, no-obligation Credit Repair Evaluation**.

You'll get a personalized 1-on-1 evaluation along with a plan to help you reach your goal of purchasing or refinancing your home.

Request My **FREE** Credit Evaluation

"When I logged into my web portal I saw that 90% of the negative items on my 3 credit reports were deleted. My credit reports haven't been this clean in decades!"

Jay Hicks, Credit Repair Customer



## Here's How It Works

Remember, you've got a captive audience on your thank you pages! Strike while the iron is hot and push them through to get them the help they need with their credit right there on the spot, while they're still thinking about this stuff.

When the poor credit borrower arrives on this thank you page, in order to request a free Expert Credit Evaluation, they have to click the call-to-action button and confirm their contact details; it will then automatically send their request through to our partner, and alert you of their inquiry.

From there, they are instantly dropped into your automated reporting system, our experts follow up, and then we send them back to you once they've hit their credit goals/requirements.



## Here's How It Works

OPTIONAL: \$25 payout per sale.

Every quarter, we'll issue a check for all your referrals that have signed up.

It might pay for lunch; it might pay for an awesome office party. Either way, it's another perk you can take advantage of as part of this program.

Several clients have said they are delighted by the service and don't care about the added pay out... "Just take care of these poor credit leads and send them back to us when they're ready" has been the feedback we've received on numerous occasions, so it is optional.

If you'd like to give it a try, we can have you live and taking advantage of poor credit lead opportunities within 48 hours or less.

To book a marketing consultation on this topic (or other), go to:

[www.leadPops.com/consult](http://www.leadPops.com/consult)

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership!

Written by Andrew Pawlak

