
Mortgage Terminator/Accelerator

As a group, homeowners represent a fertile marketplace. They are usually security and family oriented, and are likely to have disposable income available.

The most likely prospect is the homeowner that has been in his/her home anywhere from two to six years. You want to avoid homeowners who are recent move-ins, as they are usually spending their income on home improvements. Keep this in mind when you are prospecting or determining the criteria for a mailing list.

One of the best methods of obtaining an appointment with this type of prospect is by using the “monster in your mortgage” approach. This piques their interest, as almost all homeowners would like to have a lower interest rate on their mortgage.

The direct mail piece and the telemarketing survey script enjoy an extremely high rate of return. These items are available from our marketing department upon request.
