



**gocampaigns**  
automated micro marketing

## LeadMiner™ Builder

Industry specific fields, tags and calculable fields, in word processor, allow you to generate unlimited analytical letters- each personalized, pertinent and relevant to recipients

The entire process is automated from lead acquisition, to campaign creation to print and mail

### Builder Campaigns

First Time Buyer (Demographic)	New Homes FICO	New Homes Demographic
<p>Pre-qualify prospects by: State, county, zip, multiple zip, up to 99 mile zip range, Minimum home price, OR Estimated Income, Credit risk (range from low to high risk), Ethnicity, Gender, Marital Status, Renter Status is pre-selected by default</p> <p><i>Finished letter will provide prospects: A purchase analyses based on prospects modeled income, images of your listings in prospects price range, for sale in the neighborhood, and monthly payments including property taxes, before and after federal tax benefits</i></p>	<p>Pre qualify prospect by: State, county, zip, multiple zip, up to 99 mile zip range, Age, Available home equity, Market value, LTV, Date of last financing, Income range</p> <p><i>Finished letter will provide prospects: A home valuation using an (AVM) Automated Valuation Model, a purchase analyses based on income, images of new homes in prospects price range, and monthly payments including property taxes, before and after federal tax benefits</i></p>	<p>Pre-qualify prospects by: State, county, zip, multiple zip, and up to 99 mile zip range, Estimated Income, Resident type (range from homeowner to renter), Credit risk (range from low to high risk), Ethnicity, Gender, Marital Status, Age, Presence of Children</p> <p><i>Finished letter will provide prospects: A purchase analyses based on prospects modeled income, images of new homes in prospects price range, for sale in the neighborhood, and monthly payments including property taxes, before and after federal tax benefits</i></p>
First Time Buyer (FICO)	Retiree- Out of State Retiree	Second Home
<p>Pre-qualify prospects by: State, county, zip, multiple zip, up to 99 mile zip range, Renter Status, Income, FICO Score, Length of Current Residence, Age, Current Revolving &amp; Installment Debt</p> <p><i>Purchase analysis offers prospect the amount they can qualify for, based on their financial profile, their monthly payment, before &amp; after federal tax benefits, and offered properties in their price range &amp; neighborhood</i></p>	<p>Prequalify by: State, county, zip, multiple zip, up to 99 mile zip range, Age, Loan to Value, Market Value of current residence, Ethnicity, Gender, Marital Status</p> <p><i>Instead of a generic letter, retirees and out of state retirees are offered: A home valuation, a purchase analyses, images of homes in their price range, and monthly payments including property taxes, before and after federal tax benefits</i></p>	<p>Prospects are pre-qualified by: State, county, zip, multiple zip, or up to 99 mile zip range, estimated Income, market value of current home, available equity( in dollars) loan to value (in percentage) ethnicity, age, and gender</p> <p><i>Finished letter will provide prospects: A purchase analyses based on modeled income, images of homes in prospects price range for sale and monthly payments including property taxes</i></p>

**Use LeadMiner's systematic, analytical marketing application to achieve higher conversion rates & ROI**

For more information, or to schedule an online presentation please call us today at 1-877-994-8100

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