# LeadMiner™ Reverse Mortgage

LeadMiner features an interface to a data provider, a word processor a CRM, an image editor, loan libraries, and an interface to a print and mail fulfillment services

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

| Reverse Mortgage Debt | Reverse Mortgage FICO | Equity Key |
|---|---|---|
| Use Attribute Selection screen to pre qualify prospects by:<br><br>*Age, Loan to Value, Estimated revolving debt, Market Value, Gender, Marital Status, State, County, Zip and Zip Range* | FICO based Attribute Selection screen will allow you to pre qualify prospects using:<br><br>*Age, Loan to Value, Actual revolving debt, Market Value, FICO Score, 1st Mortgage, 2nd Mortgage, Marital Status, Gender, State, County, Zip and Zip Range* | Use the Attribute Selection screen to pre qualify prospects:<br><br>*Age, Loan to Value, Estimated revolving debt, Market Value, Credit Risk, Marital Status, Gender, State, County, Zip and Zip Range* |
| Finished Mailpieces will offer recipients: | | |
| A reverse loan analysis, based on age, county of residence, current home value and mortgage.<br>A table highlighting details of ***up to three loan,*** show principal limits, interest rates, credit line, Lifetime tenure and payout payments recipient can qualify for. | A reverse loan analysis, based on age, county of residence, current home value and mortgage.<br>A table highlighting details of ***up to three loan,*** show principal limits, interest rate, credit line, Lifetime tenure and payout payments recipients can qualify for. | Information about Equity Key, it's equity sharing details and it's benefits. A calculation of each prospect's cash advance based on their approximate home value, age, and marital status |

**38.6 percent of the respondents to the DMA (Direct Marketing Association) 2005 Postal and E-mail Marketing Report use personalization to improve direct mail response rates, and 96.3 percent of those respondents stated that personalization was a successful technique for improving response rates.**

**How much more money will you leave on the table by not personalizing your sales letters?**

**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**

Visit www. GoCampaigns.com