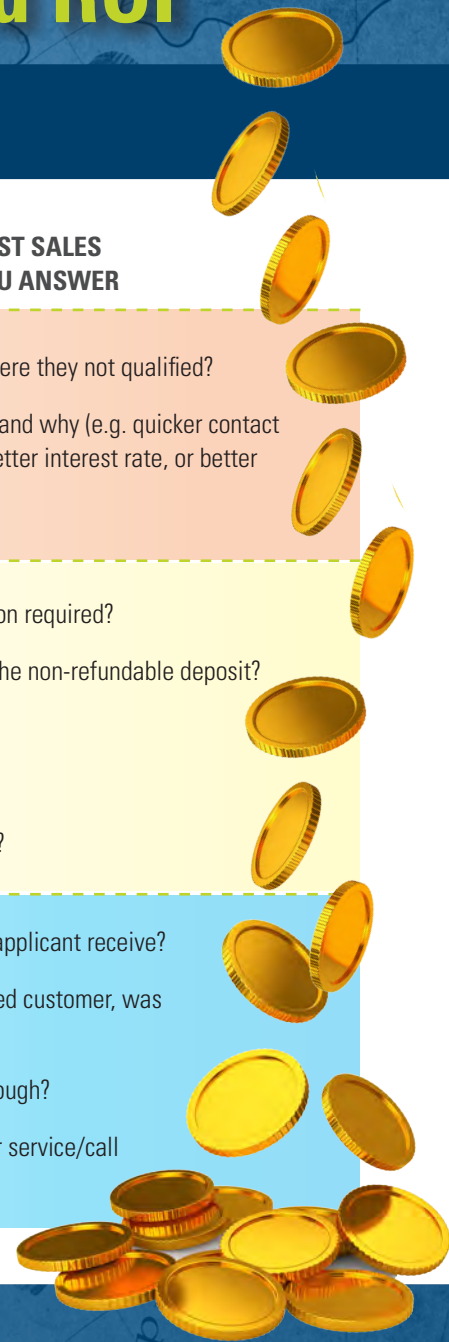


LOST SALES ANALYSIS...

Your Treasure Map to Improved ROI

WHO BENEFITS – AND HOW

YOUR ROLE	WHAT YOU WANT TO LEARN	THE QUESTIONS OUR LOST SALES ANALYSIS CAN HELP YOU ANSWER
MARKETING/SALES 	Where did the lead go?	<p>Did the applicant close or were they not qualified?</p> <p>Did they go to a competitor and why (e.g. quicker contact with the lead, geography, better interest rate, or better customer service)?</p>
ORIGINATION/PRODUCTION 	What happened in the pipeline?	<p>Was too much documentation required?</p> <p>Did the applicant object to the non-refundable deposit?</p> <p>Was the appraisal too low?</p> <p>Were there LTV changes?</p> <p>Did it take too long to close?</p>
PORTFOLIO RETENTION 	Why did my existing customer leave?	<p>How many touches did the applicant receive?</p> <p>When compared to a retained customer, was anything done differently?</p> <p>Was pricing competitive enough?</p> <p>Was there enough customer service/call center support?</p>



DISCOVER WHERE YOUR LOST SALES WENT SO YOU CAN RETAIN THEM IN THE FUTURE.

Watch this America's Mortgage News Lost Sales Analysis video presented by Credit Plus



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