

Your target market for Mortgage Protection is, of course, homeowners nationwide. The high-quality direct mail leads we generate only represent a fraction of your total target market.

Here are some interesting figures:

- 95% of your target market (homeowners) really do care about what happens to their home when they die and want to make sure their loved ones are protected
- 90% of the homeowners that do care about what happens to their home, and want and need mortgage protection, are misinformed about where they should get it from. Most think they need to get it from the bank.
- Less than 10% of these homeowners will ever open a direct mail letter that we send to them

***Lead generation efforts will likely never reach 90% of your total target market!***

So what do we do? To maximize your lead investment, learning how to skillfully obtain referrals from your clients is essential to your profitability and long-term success. Every referral you receive is like being handed a red-hot lead... the freshest, strongest lead you could ever hope for... and it's FREE!

We have developed a number of techniques to help you easily receive referrals from your clients without being pushy or invasive. Take some time and study the materials and find a method that will be comfortable to you. That's not to say that in the beginning you won't feel some discomfort as you learn how to approach your clients to receive referrals. Don't expect that it will come without a little struggle, trial and error and perseverance on your part. It will likely not be easy for you the first several times you attempt it. But each time you do, you open the door a little more to your full potential in this business. In time, as with all things new you are learning, it will become easier and more comfortable until it simply becomes second nature to you, and you hardly even have to think about it anymore. Learn to get even just a few referrals each week, and you will significantly increase your business while lowering your lead cost. It takes a little time and patience, but you can learn to do it. We are behind you all the way and will work with you and role play to help you get it right.

