MORTECH
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TOP 6
Mortgage Lead Sources

Google Advisor: Google Advisor, formerly known as Google AdWords Comparison Ads, is an online real estate service for consumers to shop and compare mortgage loan information. Originally released in 2009 to aid consumers in simplifying the long and grueling loan searching process, Google Advisor thrives on its ability to instantaneously search and compare rate offers with a minimal amount of personal information required. Throw in the fact that borrowers contact lenders directly, avoiding the onslaught of lender phone calls and emails, it appears the search engine behemoth may have figured out the mortgage industry.

   • **Learn More about Google Advisor/Comparison Ads >**

LeadPoint: Los Angeles based LeadPoint has revolutionized the online lead-generation space since their inception in 2004. The privately held company was founded as an advertising solutions provider, well adept at building technologies to help publishers and advertisers generate leads efficiently and effectively. Recently, they introduced LP PrecisionAds, an advertising platform designed to educate potential consumers visiting your site, while keeping them there. By providing precise information, PrecisionAds lets consumers connect with the advertiser of their own choosing.

   • **Learn More about LeadPoint's Precision Ads >**

Lending Tree: LendingTree is often the first company consumers think of when attempting to secure a loan or mortgage online. And it's no wonder why. Founded in 1998, LendingTree is the first company to show consumers that, "When banks compete, you win." LendingTree has garnered a staggering 85% brand awareness rate and claims to own the highest conversion rates of all online lead providers. LendingTree's marketing advantages coupled with a variety of lead options make it one of the premier online spaces to generate quality leads.

   • **Learn More about Becoming a LendingTree Lender >**

Rate Table Services: In order to contend in the hyper-competitive online space, it's imperative for lenders to utilize rate table services like BankRate, Informa Research and QuinStreet to extend their lending potential. By implementing rate table service technology into your company's mix, lenders can avoid having to manually upload company specific rate information and the errors that often accompany the rate table upload process.

   • **Learn More about Rate Table Service Technologies >**

Zillow: The Zillow Mortgage Marketplace is devoted to helping all parties involved in real estate transaction. Launched in 2008, Mortgage Marketplace bills itself as "customer-initiated contacts, not mortgage leads"—and with good reason. Quoting is absolutely free, meaning lenders don't have to pay a dime until a borrower contacts them. Because borrowers are contacting the lenders, Zillow claims that contacts convert nearly 9 times more often than average industry leads.

   • **Learn More about Zillow Mortgage Marketplace >**

Company Website: Often forgotten, your own website can be equipped to provide a substantial number of leads. Consumers visit your website for one reason—more information, so it's essential to equip potential customers with the resources to satisfy this need. Tools that enable consumers to shop and compare rates, calculators that show the pros and cons of renting versus owning and web applications that allow you to collect more information on your borrowers are just a few of the devices lenders can strategically place on their site to make it more interactive and informative.

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