

CASE STUDY

Agent2Loans

Matt Godek: APM Mortgage

Connected with Insurance agent on 11/1/2020

Overview:

Insurance Lead Connect provides a powerful "identify" program that generates exclusive purchase mortgage leads in your market by using our proven AI technology we've pioneered for the lender space.

Client:

Matt Godek with APM Mortgage through his agent received purchase loans in Phoenix, AZ.

Contact Information: 480.388.4343 *Live reference call upon request

Story:

Matt was contacted by an insurance agent in the Phoenix market and offered the lead opportunity to generate loan business. We created a purchase lead campaign across multiple online portals using our proprietary artificial intelligence software that identifies loan opportunities then targets those consumers in real-time.

Agent Results:

Matt was not connected to an Insurance agent for referrals and thought this was a value which could help him generate more business. Matt stated, **"As a lender I never really thought about partnering with an Insurance agent until this opportunity for leads was presented. This is something that no other vendor has offered and I'm thankful the agent reached out. We are off to a great start and I've already referred clients outside of the leads we've generated."** Our leads dramatically boosted his results by identifying more consumer leads in his market and increasing his conversion opportunities.

Consumer
Leads
49

Results: 11/1 - 12/01

Phone
Engagements
26

Loan
Applications
5

Agent
Policy Quotes
5

Other client referrals - **11**