



LeadMiner™ Real Estate

LeadMiner Features			
Main Window and Prospect Selection	Customer Relationship Manager (CRM)	Finance Library Image Library Apply	Editor and Templates
Create new campaigns or access existing campaigns	View financial profiles at a glance.	Create as many loan scenarios as you like either amortized or interest only	Choose Letter, postcard, or email format templates
Import existing client data (tab delimited file) Export files	Insert downpayment needed for home purchase either by dollar amount or percentage of purchase. Insert interest rate,	Use Apply button to select financing option, to be inserted into mail-piece, or let LeadMiner select dynamically	Personalize letters, postcard, envelopes and email templates
Set Property tax rates	Use Index to analyze, separate, and create sub campaigns.	Choice of adding points and loan fees to proposed new loan amount	Use dropdown of fields, calculable fields and tags to modify or create new campaign letters, emails and postcards
Set points for APR	Use Lookup to bring up specific client page	Use image library to insert images and details of homes listed for sale	Create and place tables Edit and place images
Choose area, prequalify prospects by FICO score, age, income and other attributes	Use Notes feature to keep track of prospects	Use Apply feature to insert images of homes for sale	Print Preview
Print and mail campaign with one click	Use New Record to respond to buyer inquires and generate instant responses on an ad- hoc basis		PDF Preview
Software update option	Choose letter or email formats		Help Menu
Help Menu	Help Menu		

Personalized direct mail campaigns, which utilize variable data printing, have proven to be extremely effective, particularly as the level of personalization leads to increased relevance. Sellers (of goods and services) can expect a **five to ten fold increase in response rates** for well-designed direct mailers as compared to traditional static direct mail. (BANTA CORPORATION WHITE PAPER 2/2004)

Use LeadMiner's systematic, analytical marketing application to achieve a higher conversion rate and ROI

For more information, or to schedule an online presentation please call us today at 1-877-994-8100
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