



Loan Modification Leads

Exclusive Internet Generated Direct Web Advertising (DWA) offers Loan Modification leads which are available for purchase on an exclusive or semi exclusive basis. We also offer Incoming Exclusive Call-Ins which connect real time homeowners in need directly to your agents.

Telmarketing Loan Modification Leads

DWA's loan modification marketing center calls homeowners in high risk loans nationwide to inform them of a program especially for homeowners in their situation. These are live leads less than 24 hours old of struggling homeowners who need your help. You

These leads are 100% exclusive and our telemarketers are

Our telemarketers ask each homeowner numerous questions regarding their current home/financial situation. At the end of the call our telemarketer explains that YOUR COMPANY will be calling them back with loan modification options. We will then send you all infor-

Sample Loan Mod Lead

First Name	Last Name
Email	Address
City	State
Zip	Phone
Date	Time Stamp
Lender	Months Behind

We can target any state for your loan modification marketing leads. We have limited room in our call center schedule so call today to get started.

Questions Asked by Telemarketers

What is the name of your current lender?

Number of Payments behind? (Minimum 1)

Do you have a foreclosure sale date?

Have you filed Bankruptcy within the last 2 years?

What is the best way we can help you? (Short Sale/Modify Your Loan/Walk Away or Bankruptcy)

ARM Recast DataBase

We pull homeowners with recasting ARMs that have a LTV over 90% and when their payments change many won't be able to refinance so a short sale or a loan mod may be their only option. For the law firm based companies we offer bankruptcy and loan litigation options as well. That there are so many ways to help these homeowners, makes the ARM database a great source for marketing.

Prescreened Credit Lists

DWA has the capability of filtering by number of late(s) in the last (x amount) months as well as the number of months homeowner is currently behind. This format makes it a great database for mailing to people currently late on their mortgage that need your help.

Incoming Exclusive Call-Ins	Purchase	Cost Per Lead	24 Hour Internet Leads	Purchase	Cost Per Lead	
120 Lead Minimum (3 days @ 40 leads per day)	120-249	45.00	(Sold to 1 or 2 companies, if purchased within 24hrs they are exclusive to buyer as a 24hr lead	100-249	10.00	
	250+	40.00		250-499	8.00	
Real Time Exclusive leads	Purchase	Cost Per Lead)	500-999	6.50	
	250-499	25.00		1000+	6.00	
	500+	22.00				
Real Time Semi-exclusive leads (shared with 1 or 2 other companies)	Purchase	Cost Per Lead	Vintage Leads	Purchase	Cost Per Lead	
	250-499	15.00	(Previous months leads)	500-999	1.00	
		500-999		13.00	1000+	.75
		1000+		11.00		