
Empower Your Mortgage Business With Marketing That Gets Real Results

Common sales and marketing challenges limit your growth

Closing more loans and growing your business all starts with leads.

But many lenders run into limitations: leads aren't qualified, lead types are wrong, flow of leads is always changing, and purchased leads are often unpredictable.

Marketing helps you reach more people and generate your own leads. And yet it can add more layers of difficulty.

Do you run into these common marketing challenges?

Struggle to get results

- Not sourcing qualified leads
- Struggle to convert leads
- Lack of brand visibility
- Difficulties reaching target audience

Can't justify investment

- Difficulty tracking and analyzing marketing ROI
- Previously invested in ineffective website design and UX
- Spending is focused on lead buying

Lack of time and knowledge

- Time and resource constraints limit managing marketing activities
- Struggle with staying up-to-date on marketing trends
- Lack of knowledge or resources to execute tactics like SEO

Lack of resources

- Unable to leverage multiple marketing channels (email, social, blog, ads, etc.)
- Inconsistent or ineffective marketing content
- Lack of channel knowledge/resources

So what's the solution?

It's difficult to find the right marketing solutions that provide actual results you need, while still being affordable and scalable for your business.

Though with the right marketing support, you can create your own lead generation system that dissolves these challenges using targeted and effective marketing.

Marketing solution: Build a lead generation system that fuels your business

A lead generation system encompasses all of the marketing strategies and channels you need to reach the right audience, collect leads, work your sales funnel, and close deals.

The top 3 benefits of a lead generation system

Build a predictable sales pipeline

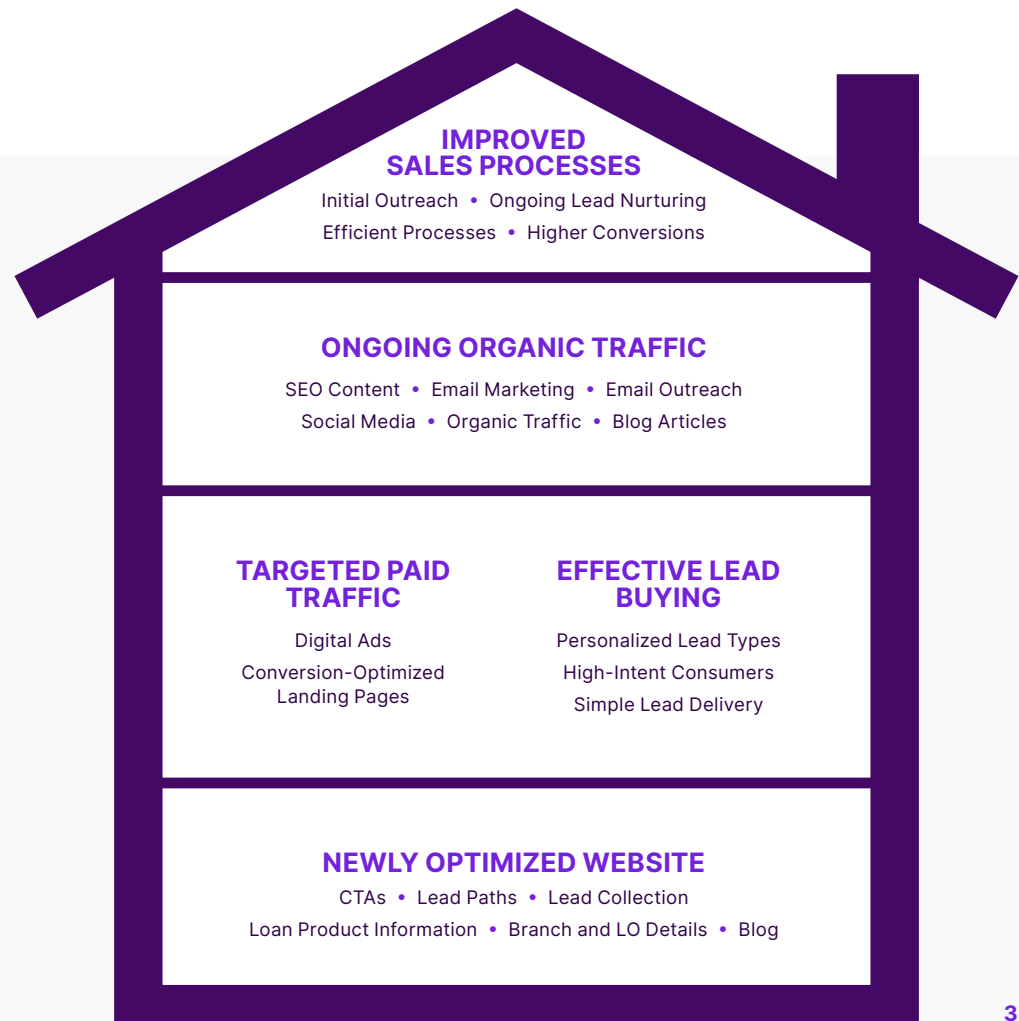
- Reach more consumers online
- Control lead quality and quantity
- Scale business more easily

Gain the competitive advantage

- Stop competing for leads
- Generate ideal, exclusive leads
- Outperform competitors

Make investments that pay off

- Significantly grow revenue
- Generate the right lead types
- Build a long-term asset



Reach more borrowers and close more deals with Kaleidico marketing support

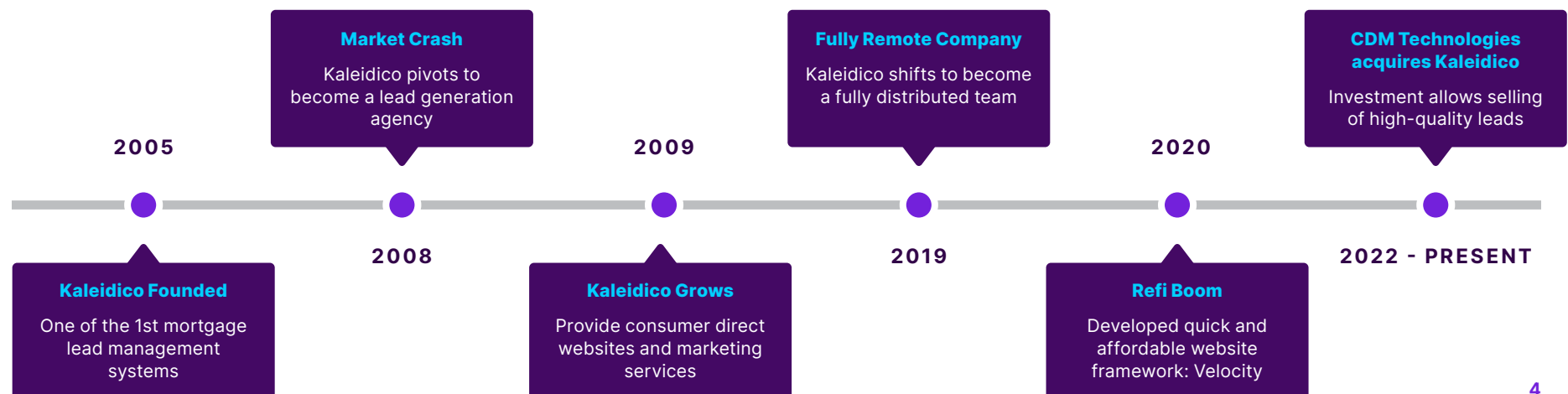
You don't have to do this on your own. With the right marketing services, growing your own lead generation system is simple.

An effective partner provides predictable sales revenue, proven digital marketing strategies, industry experience, flexible and scalable services, and immediate impact.

Kaleidico helps you overcome the common challenges that stunt your competitors

Attract more qualified mortgage leads to your business and close more deals with Kaleidico's results-driven mortgage marketing services.

WE'VE HELPED LENDERS NAVIGATE BOOMS AND BUSTS SINCE 2005.



KPIs: We help clients get results

We build a sales-driven lead generation system that strengthens your brand, supports loan officers, hits all compliance requirements, and grows with your business — even in challenging markets.

THE METRICS WE STRIVE FOR

10%

lead conversion
to application

3-5%

net conversion
to loan

<\$1,000

cost per funded loan

<\$100

cost per mortgage lead

Kaleidico is the only mortgage-focused agency offering these results.

To do this we need to build a lead generation system that helps you attract qualified leads

- Design and develop your newly optimized website
- Build targeted, immediate paid traffic with digital ads and conversion landing pages
- Offer a wide range of high-intent lead types you can buy from a qualified source
- Produce ongoing optimized organic traffic with SEO content, email marketing, and social media
- Offer sales support to nurture and close deals

We have the expertise and capabilities to help you hit these KPIs and we tailor our strategy to meet your specific business objectives.

We're your turn-key marketing department

Our experienced team provides all of the services and expertise you need to generate exclusive leads — for the cost of hiring one in-house Marketing Director.

In-House Marketing



Marketing Director

VS

The Kaleidico Marketing Team



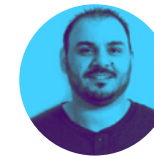
Bill Rice
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Designer



Angelo Marasa
Web Developer



Julia Wells
SEO/Content Lead



Sean Gough
PPC Specialist



Mika Kotanova
Account Manager



Katrina Torreano
Social Media Lead

Let's grow your business together.

[Schedule a discovery session with us here.](#) Together we'll explore your needs and goals to help you get quick results, convert more leads, and empower your business for growth.