

My Perfect Mortgage Lead Generation Program

We handle the marketing. You focus on growth.

You need marketing to reach more leads. It allows you to meet leads where they are and educate them on their way to closing a loan — through informative content and consistent touchpoints.

As a marketing agency, Kaleidico created a trusted channel that generates high-intent leads for you so you can focus on converting them.

**myperfect
mortgage**

Grow your business with My Perfect Mortgage

On MyPerfectMortgage.com, we generate various mortgage lead types, from the most common loan programs to niche special-purpose mortgages.

We've built an exceptional user experience and highly personalized hand-off to your company: directly posting into your CRM or lead management system.

All leads are:

- Generated on a premium, content-rich domain
- Generated via Google Ads, Facebook Ads, SEO, and content marketing
- Posted directly to your CRM/lead management system
- Phone leads are connected directly to your inbound call center

LEAD TYPES

- Refinance
- VA
- Fix and Flip
- First Time Home Buyer/FHA
- Purchase
- Construction
- Bridge
- Jumbo
- Hard Money/Private Money
- DSCR
- Reverse Mortgage
- Home Equity/HELOC
- And more

Maximize your leads and growth rate:
Get exclusive leads posted directly into your CRM

\$50-100

Average CPL*

TIER 1

60-80+
leads/month

TIER 2

100-200+
leads/month

Posted directly into your CRM by running our
model for multiple months*

* Campaign performance can vary based on
targeted loan programs, lead types, and
market conditions.

Key features

- ✓ **Company Profile:** Custom landing page with reviews
- ✓ **Product Landing Pages:** Branded, sponsored loan program pages
- ✓ **Sponsored Content:** Custom SEO blog posts with CTA for your brand
- ✓ **Content Promotions:** Google Ads, Facebook Ads, and Google Dashboard to track performance

INVESTMENT

FEATURES	TIER 1: Essential Growth	TIER 2: Accelerated Growth
Company Profile Page	Custom page featuring your company + reviews	Custom page featuring your company + reviews
Product Landing Pages	6 branded, sponsored loan program pages	6 branded, sponsored loan program pages
Sponsored Content	6 custom SEO blog posts with branded CTA and “sponsored by” feature	20 custom SEO blog posts with branded CTA and “sponsored by” feature
Content Promotions	\$2,500 using Google Ads, Facebook Ads, and Google Dashboard to track performance	\$5,000 using Google Ads, Facebook Ads, and Google Dashboard to track performance
Call Tracking	CallRail to track calls using a dedicated phone number next to all branded CTAs	CallRail to track calls using a dedicated phone number next to all branded CTAs
Monthly Engagement	\$5,000	\$10,000