

## **Get Mortgage Leads at <http://www.theleadtree.com> WE WILL BEAT ANY PRICE**

*Stop buying internet leads. Get mortgage leads that convert from <http://www.theleadtree.com>. Our quality mortgage leads are guaranteed EXCLUSIVE, CRITREIA FILTERED, and RESPONSIVE. We will beat any price on mortgage loans leads.*

**Aug. 6, 2007** - [PRLog](#) -- The Lead Tree LLC is an industry leader in mortgage lead generation.

ROI is the name of the game. Increasing your revenue by 50-100% will not cost more money, time, or energy than you are already investing. In fact, with the right tools, you can maximize your return with LESS time, LESS effort, and a lot LESS money. Contact one of our campaign managers at The Lead Tree now and find out how to start call center outsourcing!

We specialize in business process outsourcing (BPO). As a call center outsourcing company with years of experience we have reinvented the business of telemarketing mortgage lead generation and mailing list development.

The Lead Tree is the leading provider of telemarketed mortgage leads. While some lead providers' bread and butter are internet leads, we focus on telemarketing mortgage leads generation. As a result, we also provide data services and mailing list distribution. The process starts with our data.

We currently maintain our own exclusive database of over 21 million homeowner records and mailing list sets. We absolutely never use internet mortgage leads, internet lists or internet data. The internet is simply the worst source for homeowner leads. This data is often derived from surveys and sweepstakes. The homeowner lead is often tricked into giving their information. This is no way to start a relationship with a potential client. Information gathered in this manner is inherently inaccurate. In addition these leads are often resold and recycled. Internet leads are almost never exclusive. In fact, they close less than 3% of the time. That is a poor conversion ratio by any standard.

Buyer beware! Even some "telemarketed leads" are not what they seem. When developing leads for mortgage companies, many lead services simply purchase internet leads and phone verify them. That's right, they buy an \$8 internet lead and turn around and sell it to you for five times that. All they do is make sure that someone answers the phone. Be double positive that your lead provider is not pulling this scam.

Our qualified mortgage leads are criteria screened, interested in talking to you, and will never be resold. By far, live transfer mortgage leads have the highest closing ratio. Our live mortgage leads boast closing ratios between 13- 20%. A live transfer mortgage lead will be actively thinking about refinancing when the call is hot transferred to you. Research suggests that persuasive messages are far more effective when the recipient is actively thinking about the topic. Furthermore, we brand your company name to the homeowner during the lead generation process. This means the homeowner lead will be familiar with your name and expecting to speak with a representative of your company. Credibility is psychologically synonymous with familiarity. People are more likely to be persuaded by a source that they find to be more credible. The result is more closings. Leads for mortgage companies need to close!

The Lead Tree call centers focus on exclusive mortgage lead generation, but we are very dynamic. We generate call center leads for a wide range of industries. Other campaigns include Insurance Leads, Education Institutions, Office Suppliers, Time Share, Commercial Leads, and Real Estate. We also run custom call center outsourcing services and business process outsourcing campaigns for B2B lead

generation for businesses that offer their products and services to other businesses.

Our qualified mortgage leads are screened through telemarketing which ensures exclusivity as well as interest. A great advantage of using The Lead Tree as a source for telemarketed mortgage leads, is the exclusivity. Every lead generation campaign or mailing list campaign has its own dedicated team of experts and is hand tailored to the customer's individual needs. In order to ensure that each of our mortgage broker leads are truly exclusive, we brand image all mortgage broker leads by mentioning the companies name upon our first point of contact as well as throughout the verification process. A call center outsourcing service is a sure way to increase your pipeline and save money at the same time. We can only be successful if our customers find our services to be a great investment and that's why our company motto is...

"YOUR SUCCESS IS OUR SUCCESS"

While we admit to their shortcomings, we offer online mortgage refinance leads. That's right, we have internet leads. While we provide a variety of leads for mortgage brokers, we stress the effectiveness of telemarketing for the best quality mortgage leads. Online mortgage refinance leads should be for supplemental use only. If you're looking for cheap mortgage leads, we have 1000's of aged or semi-exclusive leads as well. Most people in this industry already realize the value of live mortgage leads. Telemarketing mortgage lead generation motivates your customer and gives you a persuasive edge. Featured products/services include live mortgage leads, live transfers, exclusive mortgage leads, telemarketed mortgage leads, business process outsourcing (BPO), telemarketing mortgage leads, mortgage Insurance leads, Qualified mortgage leads, mortgage telemarketing leads, Online mortgage refinance leads, mortgage internet leads, sales leads mortgage, cheap mortgage leads, free mortgage software, and free crm.

We deliver quality leads for mortgage brokers. Cheap mortgage leads do not always convert. A qualified mortgage lead must be generated from quality data. As they say "garbage in, garbage out." Cheap mortgage leads are usually generated from inferior internet data. Leads for mortgage brokers need to convert. The business of internet mortgage lead generation is inherently shady. These cheap mortgage leads are often rooted in deception. Homeowners are often tricked into giving their information in the form of a sweepstake or mortgage calculator. Internet mortgage lead generation capitalizes on the innate trust of the average consumer. This is no way to start a relationship that may last for many years. Cheap mortgage leads will pale in comparison our exclusive telemarketing mortgage lead. There are countless advantages to call center outsourcing.

When developing an exclusive telemarketing mortgage lead, our agents engage in an honest discussion with the homeowner. There are no smoke and mirrors involved in our exclusive telemarketed mortgage lead generation process. Our exclusive telemarketed mortgage lead will be interested in speaking to you about a refi. An exclusive telemarketing mortgage lead will be actively thinking about a refi when the call is transferred to you. Our exclusive telemarketing mortgage lead has not been deceived and you can be sure they have been treated with respect.

We guarantee a qualified mortgage lead that will convert. Telemarketing lead generation allows us to screen the telemarketed mortgage lead before you speak with them. Our telemarketing lead generation process ensures you receive a qualified mortgage lead that is criteria filtered and interested in speaking to you about a refi. The internet mortgage lead generation process simply can not make this guarantee. Unlike internet mortgage lead generation, we involve the human element. This allows us to pick up on the

subtle nuances present in a live mortgage lead. A live mortgage lead is not a machine, and deserves to speak with an actual person about an important financial decision.

Call center outsourcing is the best way to gather a live mortgage lead. Leads for mortgage brokers should be involved and engaged. Broadcast dialers are very poor listeners. They can not assess the true needs of a homeowner. When you get an exclusive telemarketed mortgage lead from us, you can be sure they have been engaged in a proper dialogue with a skilled professional. A qualified mortgage lead should always be treated with respect and courtesy.

<http://www.theleadtree.com>

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THE LEAD TREE LLC is an industry leader in the generation of quality mortgage leads. We are the premier source for criteria screened exclusive mortgage leads. While internet mortgage lead generation has been poised as the wave of the future, we believe in the tried and true method of good-old-fashioned telemarketed lead generation. WE GUARANTEE EXCLUSIVITY, CRITERIA, AND RESPONSIVENESS...WE WILL BEAT ANY PRICE...100% RECORDING

Website: [www.theleadtree.com](http://www.theleadtree.com)

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Industry	<a href="#">Business</a> , Marketing seo, <a href="#">Real Estate</a>
Tags	<a href="#">Internet Mortgage Leads</a> , <a href="#">Quality Mortgage Leads</a> , <a href="#">Mortgage Loans Leads</a> , <a href="#">Transfer Mortgage Leads</a> , <a href="#">Get Mortgage Leads</a> , <a href="#">Lead</a>
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