

News Laws Buying Exclusive Live Transfer Leads Poses Challenges for Loan Modification Lead Buyers

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Sept. 2, 2009 - [PRLog](#) -- As the new Telemarketing Sales Rule law came into effect on September 3, 2009 it is quite apparent that most loan modification and debt settlement lead buyers are running around in a frenzy trying to discover alternatives to Live Transfer Voice Broadcast technology. Let's just say that this specific live transfer lead technology will not go away. It's just on the backburner simmering until lead generating companies have compiled enough opt in data to start generating live transfer leads through voice broadcast technology. Until then, lead buyers within industries that require the purchase of loan modification leads, debt settlement leads or life insurance leads are going to have to determine which live transfer technology they will use in the interim.

During this time most lead buyers purchasing loan modification leads, debt settlement leads, final expense leads or life insurance leads that depend on voice broadcast to generate their prospects will encounter not only an increase in their spending budget but they will also intermittently discover that prices among live transfer TV Leads and radio leads will increase. Lead buyers investing in loan modification leads, debt settlement leads, final expense leads or life insurance leads should understand that negotiating the best prices for live transfer TV and radio leads occurs when the purchase is done in bulk. This should ensure that you are locked into a price that meets your budget in the long term, as well as, enabling a buying power that will help you dictate the price per lead. For example, purchasing bulk amounts of 300-500 live transfer TV or radio leads will allow you to set the tone on the pricing between the a lead generation vendor and your company. Live transfer TV lead buyers should understand that this bulk amount can be spread out over the course of 4-6 weeks where you can average 16 calls per day.

While you are debating the purchase of live transfer TV leads there should be certain qualities to look for in a loan modification or debt settlement lead provider before finalizing your purchase. Look for lead generating companies that include a free overage on your total purchase of TV or radio live transfer leads. For example, a vendor could append an additional 15% of free leads on top of an existing order of 500 leads which would provide a customer with a total of 575 leads, 75 of which were free. This translates into a savings of \$3,750 if the lead were to be purchased at \$50 per lead for a batch of 500 TV leads.

A quality lead generation vendor should not only do this to maintain a customer relationship in the long term but also because the loan modification lead or debt settlement lead vendor is aware of the fact that not every live transfer TV lead which comes through the pipeline on the client end is of quality value. Why should a client pay between thirty and sixty-five dollars for a live transfer TV lead that had dead silence on the other end? Even though lead buyers are aware that live transfer technologies are not perfect it still does not make it reasonable for them to be completely at risk. Historically, a great percentage of long term business relationships have flourished most frequently when an agent and buyer each share a portion of that risk.

Live transfer lead buyers working in various industries such as loan modification, debt settlement, life insurance, commercial loan modification and final expense should be attentive to deceitful tactics performed by lead vendors. I've heard of occurrences in which a debt settlement lead vendor has sold exclusive live transfer TV leads well below market value to one client and monitor the time frames of live transfer calls between call agents and lead prospects. If a live transfer call lasts longer than say 15 minutes

the lead vendor took an educated guess to assume that the lead was of quality value and would unprofessionally sell that lead days later to another client as a semi-exclusive lead. So do you think you are getting a “great” deal now on a live transfer debt settlement lead? The only time pricing rates dip for a live transfer lead is during instances when there is an influx of leads being generated around the country or under circumstances in which a customer is buying loan modification or debt settlement leads as a bulk investment.

Contact Live Transfers USA LLC at 954-638-4299 to learn more about wholesale purchasing of live transfer leads generated through TV, Radio or Voice Broadcast.

<http://www.WholesaleRefinanceLeads.com>

<http://www.LoanModificationLeads.TV>

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We are a lead generation company specializing in live transfer of Mortgage leads, Debt settlement, Auto and Life for over 8 years. Our leads are guaranteed to meet your standard and our prices are unbeatable using the highest level of customer service.

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