

### Program Benefits

Unlike other programs that you might have looked at, the Lead Butler Program has the following benefits:

- Increases business volume through constant communication/follow-up with leads (converts raw leads to closed deals). Realtors are also provided with continual updates.
- Includes a lead qualification/purification process.
- Centered on 1:1 prospecting (where the messaging fits the prospect's needs)
- Includes a referral program that helps close additional business and improve market reach/market share.
- Communication vehicles include phone, print, and email.

### Put Lead Butler to Work for You!

This document outlines how the Lead Butler Program makes it easy for you to stay in front of your clients and prospects, thereby removing the possibility that they won't remember you and/or refer you when they or someone they know needs a real estate agent.

### The Bottom Line?

**More clients, more closed business, and more money in your pocket!**

Legacy Funding believes in the power of this program and looks forward to putting one in place for you.

See the results yourself!

Call Shawnee Godkin at  
303.469.3810 to set up  
your initial appointment.



LEAD CONVERSION AND REFERRAL  
GENERATION SERVICE FOR REALTORS

## About the Company Behind the Lead Butler Program

Legacy Funding Corp. understands the value of a strong relationship with our realtors. That's why we developed the Lead Butler program.

Our locally-owned and operated corporation is a full-service mortgage brokerage firm providing Residential and Commercial financing for Colorado properties.

Complimenting our focus on customer service, we work with over 25 lender/investors (both private and public) and over 100 product lines to ensure that the consumer is provided with the best loan program at the lowest interest rate available. Loan programs include:

- Purchases
- Refinances
- Second Mortgages
- Home Equity Lines of Credit
- 0% Down and First Time Home buyers Programs

Our vast array of products (including FHA and VA loans) meet the needs of real estate investors, borrowers with marginal credit, first-time home buyers, and those individuals requiring special programs.

**Legacy Funding's goal is to be Colorado's lender of choice.**

We believe that the Lead Butler Program combined with our strong product portfolio and experienced loan officers will position us to achieve this goal. Check us out!



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## REALTOR QUIZ

Please answer the following questions:

Does your current lender **YES NO**  
give you business?

Do you typically 'throw away' leads **YES NO**  
that can't qualify for a loan?

Are your leads being **YES NO**  
followed-up on regularly?

Would you be interested in **YES NO**  
nearly *doubling your business*  
at *no cost to you*?

**If you answered "YES" to  
any of these questions,  
then Lead Butler is for you!**

[<details inside>](#)



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## Lead Butler Overview

What exactly is Lead Butler? Lead Butler is a new program designed by Legacy Funding Corp. exclusively for realtors that are looking to grow their business.

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Lead Butler was designed to help you do the following:

- o reach a wider audience,
- o improve client loyalty,
- o increase referrals,
- o and, ultimately, increase the number of deals you close.

Our 12-month program will position you for success without requiring you to spend an exorbitant amount of money on marketing or a lot of time and energy on prospecting efforts.

Much like a butler makes his client's life easier by providing needed services, this program focuses on the services that will make your life easier while putting more money in your pocket.

### Program Differentiation

What makes Lead Butler different? Lead Butler is more than a lead generation service. We don't just collect names and then turn them over to you so that you can try to make them clients. **The Lead Butler program is a high-touch program that delivers results & increases your revenue generation by focusing on the following two components:**

#### 1. Lead Conversion Component

Once again, our program's differentiating factor is that we convert leads instead of generating them. Once we get your lead list from you, we utilize phone, print, and online communications to keep your name fresh in their minds and provide them with information that is critical to converting them into clients.

#### 2. Referral Component

In order to turn 9 out of 10 leads into customers, referrals are key. Our program includes a referral component that provides strong incentives for your leads to provide us with quality referral sources.

### Business Model

So, how do we do it? And why? Our program follows a business model based on the simple fact that the more houses you sell, the more loans we sell. Sounds simple, but we also understand that turning prospects into customers is not always a simple task. **That's why we do it for you.**

Many obstacles cause the ball to be dropped, such as poor credit, bad timing, lack of buyer motivation, etc. What typically ends up happening is that these prospects eventually become someone else's client.

Basically, once they are ready to sign on the dotted line, they've moved on to another realtor because you are no longer fresh in their mind.

In addition, we understand that not all prospects are created equally. Their obstacles to buying vary, and because of that, the way we approach them needs to vary.

The bottom line is we believe it's critical to deliver the right message at the right time to each prospect audience. And that's just what we do...

**Our initial communication efforts paired with a follow-up program that is timed, managed, and individualized for each prospect will help you nearly double your business.**

**INTERESTED? Turn over to learn more...**

### A Basic Overview of How the Lead Butler Program Works

