

# Forget Me Not Marketing

## What Is *Forget Me Not Marketing*?

It's a subscription service that takes care of email database management and email marketing for loan officers with their referral sources and their loan applicants....prospective, current and previous.

## Why Do You Need It?

The answer to that is simple...the Fortune's In The Follow Up. From prospecting to pre-quals to post-closing, **consistently** staying in touch with people is the key to maximizing your production.

- You do a pre-qual on the phone....then what?
- You close someone's loan...then what?
- A referral source is open to considering your services....then what?

In today's fiercely competitive market, failing to follow up is a practice that is too costly to be allowed to continue.

## What Do We Do For You?

We input, organize & maintain your email database

We run your email marketing campaigns for you

For a full listing of what's included, **continue reading below...**

## How Much Does The Service Cost?

- \$100/month gets you everything that's described on these pages for an email database of up to 500 people.
- Each additional 100 people on your list, or part thereof, adds \$20 to the monthly fee.
- The fee covers one loan officer per subscription.
- Because initial setup is so labor intensive, **the minimum subscription period is six months.**
- Subscriptions are paid by credit cards only and are billed monthly.



Debra Jones says...  
*"If you're not doing database marketing on a regular basis, you're leaving a TON of money on the table."*

This isn't rocket science, and yet, 80% - 85% of loan officers still don't do regular email database marketing.  
Are you one of them?

If so, stop the excuses & subscribe today.

**Subscribe Today and Receive  
A \$300 LO Profile for Free!**

Free profile only available when you subscribe online.

**Your email campaigns & database marketing are too important to be left in the category of ...  
"good intentions"**

*Forget Me Not Marketing  
Takes All The Hassle  
Out Of Database Marketing For You*

## **How do you get set up on the service?**

When you subscribe, we will ask you to send us your database of email addresses in one of the following ways...

Email it to us

Fax it to us

Mail it to us

Send us your shoebox full of little pieces of paper...just get it to us!!!

Our staff will set up your database, organizing it into two broad categories:

1. Referral Sources
2. Clients (Borrowers).....prospective, current & previous loan applicants

## **What do we send out for you?**

### **Referral sources receive...**

General Contact: Quote of the week, Quarterly Marketing Moment, one additional quarterly contact of subscriber's choosing & creation

At Application: "Thank You for Referral" to buyer's agent, "Let me introduce myself" to listing agent identifying you as the originator working the loan.

Post-Closing: Congrats to buyer's agent, congrats to listing agent, 2 weeks later....referral requests to each

### **Clients (Borrowers) receive...**

General Contact: Quote of the month

Pre-qualification: 5-week sequential auto-responder series that educates the client and asks for their business

Post-Closing: Quarterly follow up series...thank you, referral request, holiday recognition, anniversary of closing

For what a marketing assistant would cost you for a month,

*Forget Me Not Marketing* can provide you with

Email database marketing services

For an ENTIRE year!

Subscribe by clicking on "Add to Shopping Cart"