

25%

Increase in
mortgage
applications

5%

Increase in
loan closing
rates

Lead Generation Support for Mortgage Brokerage Firm

Client Challenges

One mid-sized Canadian mortgage brokerage firm catering to both residential and commercial clients aimed to generate more mortgage leads for its lending services. The services included refinancing, home equity loans, first-time home buyer mortgages, as well as mortgage loan secured by industrial warehouse, office buildings etc. The client faced challenges in increasing its customer base.

Project Methodology

- The company engaged Haanuwise, a specialized outsourced lead generation firm with expertise in the mortgage industry.
- Our team conducted targeted calling campaigns, focusing on homeowners, real estate agents, and online inquiries.
- Our team utilized a multi-channel approach, combining telemarketing with digital strategies.
- The team specific demographics and employed personalized communication to engage potential clients.

Impact Delivered

- The client experienced a notable rise in pre-qualified leads, around 25% increase in mortgage applications, on the back of our targeted outreach and effective communication strategies.
- The outsourced efforts not only generated more leads but also improved the overall quality of prospects, resulting in higher closing rates and increased revenue.
- The campaign expanded the broker's client base and established a strong pipeline for future business.

