

## CLIENT SUCCESS STORY

### MORTGAGE MARKET



Dan Francis, Senior Loan Officer



*"Experience in consumer focused direct mail is critical to creating a campaign that will work in the mortgage market."*

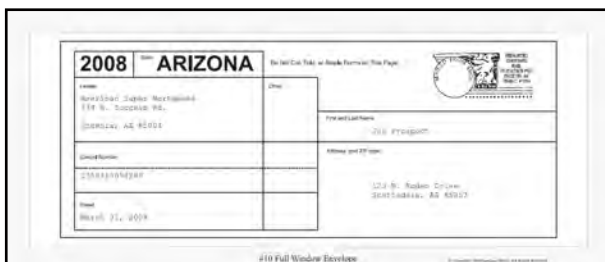
- Dan Francis

#### PROBLEM:

Dan had done a successful direct mail campaign in 2002-2003 with a good response and knew that it was an effective tool in building his business. With the news filled with information on the issues with mortgages, he saw an opportunity to inform and help consumers who wanted to make changes to their mortgage situation.

#### SOLUTION:

Dan contacted SEMINAR DIRECT to develop a campaign that would address the opportunity for FHA loans. The collaboration resulted in a W-2 looking mailer that highlights the opportunity for the consumer to lower principle and interest payments on their mortgage. The first wave of 5000 pieces was mailed in early January resulting in 20 -30 new loans. Dan and his team are planning several additional mailings over the next six months.



Seminar Direct Mortgage Mailer

*"Working with SEMINAR DIRECT has been a collaborative effort and that means a lot in the world of cookie-cutter marketing. The SEMINAR DIRECT team is flexible and efficient with tremendous ideas and the capability to back it up with action. The superior service matched the phenomenal results and we look forward to a long and fruitful relationship with SEMINAR DIRECT."*

- Dan Francis, Senior Loan Officer  
American Financial Mortgage