

# PRESSRELEASE

## ManageContacts.com Announces the Availability of MortgageConnect<sup>SM</sup> *A custom solution which automates re-contact marketing for Mortgage Professionals.*

BOSTON, MA, September 19, 2006 - There is an old business adage that says, "The best source of new customers is your old customers". This statement can be no more accurate than in the mortgage business. Despite its importance, however, many loan originators are simply too busy to give past clients the attention they deserve.

In an effort to unburden loan officers from the day-to-day task of staying in touch with past clients, ManageContacts has developed MortgageConnect<sup>SM</sup> a completely automated marketing solution designed specifically to keep mortgage providers top of mind with past clients should their home financing needs evolve or they become aware of new financing needs with their friends, families or co-workers.

MortgageConnect deploys a series of e-mail and direct mail communications beginning at the moment a client closes on their first loan with a mortgage provider. Each message is especially designed to stay connected with clients from the time they move into their new home to the first anniversary of their closing and beyond. The communications begin with a congratulatory e-mail designed to acknowledge a successful loan closing. The communication stream continues with a New Home Coupon Pack filled with special offers from national home improvement and home decorating retailers. All the messages encourage past clients to stay connected with their loan officer and remind them of the benefits of doing so.

Bliss Sawyer, a recognized expert in the field of mortgage marketing and president of Mortgage Marketing Strategies, recently wrote that she has "heard quite low statistics regarding homeowners' memory of their loan officers name" (The Path to Stronger Relationships, Mortgage Originator Magazine, August 2006). MortgageConnect is designed to tackle this issue head on. In that same article, Ms. Sawyer added that, "If past clients have consistently received something ... [she] sincerely doubt[s] your name will be forgotten."

The ManageContacts.com MortgageConnect solution has been created to ensure clients not only remember their loan officers' name, but are actively referring them to others.

### About ManageContacts.com

ManageContacts provides web-based software built around the needs of the Mortgage Lending Professional. The suite of applications includes products and solutions designed to automate key stages throughout the mortgage loan process beginning with lead conversion though referral generation. Buying a home is the largest single investment most Americans will ever make and the ManageContacts.com system helps mortgage loan providers ensure this experience is a positive one for their clients. To learn more about ManageContacts.com visit [www.managecontacts.com](http://www.managecontacts.com).

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The logo for ManageContacts.com features the lowercase letters "mc" in a blue, rounded font, followed by "ManageContacts.com" in a green, sans-serif font. Below the company name, the tagline "Acquire, Retain, and Grow" is written in a smaller, grey font.

[www.managecontacts.com](http://www.managecontacts.com)

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