

# 3 Reasons Mortgage lenders love Co-Marketing with Agents on Ylopo



More than just new leads, Ylopo will help you future proof your business by building and maintaining a huge database of relationships each with a ton of actionable data behind them.

With the Hombot integration you can now keep track of all the homeowners and know the second they're interested in refinancing or moving.



Build your purchase business, this lead flow stays consistent unlike refinance and will always allow you to have a consistent income stream and leads to close no matter what the rates or market are doing.



Ylopo's remarketing means there are often more opportunities (hot leads) coming from the realtors database (that you get access to) than from new leads. Ylopo's dynamic remarketing keeps the leads coming back to their search site over and over and the AI helps engage them until they're ready to transact no matter how long it takes. It's follow up marketing on steroids that saves you time and makes you more money.

## What you get:

- ✓ Consistent flow of leads shared with your local Real Estate partner
- ✓ Dynamic Facebook & Google leads at scale + remarketing
- ✓ Homebot integration, 90 + email open rates for all homeowners in your database
- ✓ Around 60% of the leads are homeowners who need to sell or refinance before they can purchase.
- ✓ Technology that nurtures and converts the leads so you only have to jump in when the intent is high.
- ✓ Direct access and 100% transparency into all the leads generated (full CRM access)

## Why

- ✓ Build your database of local homeowners and first-time home buyers (month/month)
- ✓ Fish upstream and get to the leads and build relationships before they go to Google, Zillow, Lending Tree, Quicken loans etc.
- ✓ So you never need to cold call and your business is always growing on auto pilot.

## Cost

- ✓ The typical national split is 50/50 with the agent and their lender splitting the costs.

## About Ylopo

Ylopo is one of the hottest and most sought after tech start up companies in the real estate industry. They were nominated by Inman as one of the most innovative tech companies in the country 2018 and Facebook themselves did an unprecedented 3 case studies on them.

They allow agents to run dynamic Facebook Ads using the MLS as a catalog so you can always show fresh dynamic properties to the right consumers at the right time. The same way Amazon shows related products, Ylopo lets Agents show related properties to those we know are right in the consumers wheel house. Making their ads extremely efficient, they also use behavioral texting, re-marketing and AI to nurture the leads for you over time and notify you once they heat up.

Ylopo is not a CRM, they integrate with the best in breed real estate CRM's so they can be laser focused on using the best technology to generate and nurture leads at the highest level possible.

The above marketing tactics and approaches are highly unique making this product a perfect fit for an agent and lender co-marketing arrangement!

