



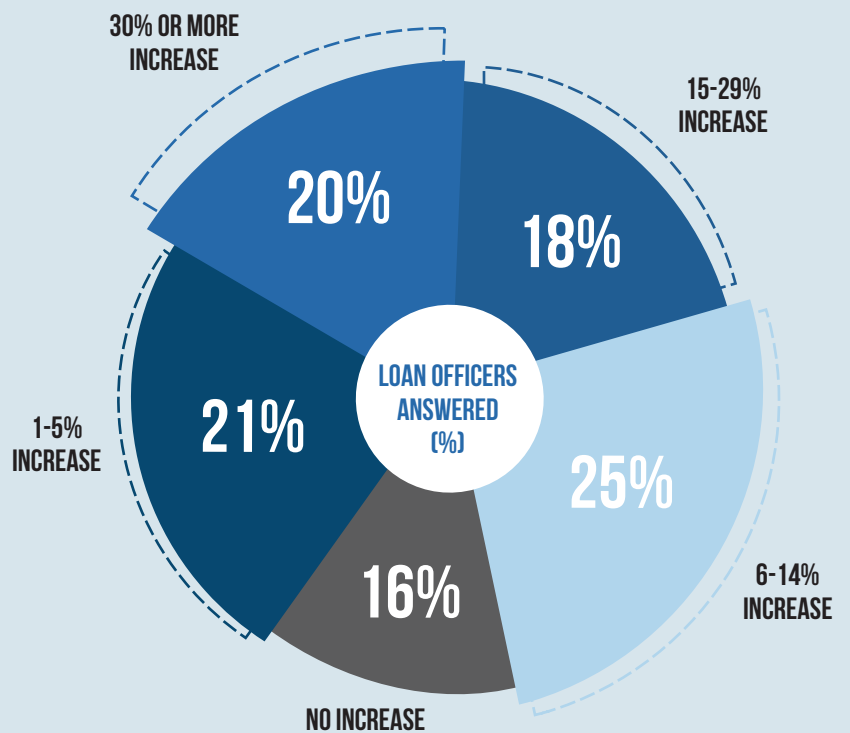
WANT MORE LOANS? FOCUS ON REVIEWS.

When volumes and profits are down, focus on initiatives that create more loans. For years loan officers have touted referrals as their primary source of business. Online reviews are the natural evolution of that idea. Instead of your customer verbally sharing their experience with a friend or two, they can share with hundreds, even thousands online with automation that can only be delivered by SocialSurvey. **Below are a few results from our recent ROI survey.**

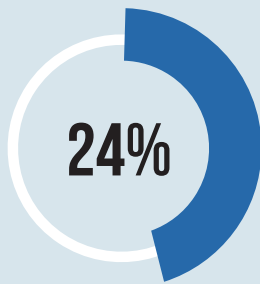
84% OF LOAN OFFICERS' REPORTED SOCIALSURVEY GENERATED NEW BUSINESS



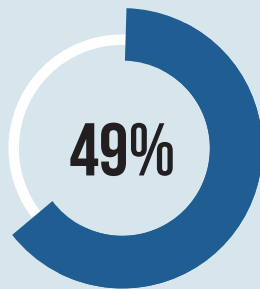
"Customer changed lenders and came to me based on my reviews."
 Johnny D. – New American Funding



73% OF LOAN OFFICERS' RESPONDED THAT SOCIALSURVEY WAS VERY HELPFUL OR ABSOLUTELY ESSENTIAL TO THEIR BUSINESS



ABSOLUTELY ESSENTIAL



VERY HELPFUL



NICE TO HAVE



NOT AT ALL



"I have had several new customers comment on the reviews they read & how that factored in their decision to chose me as their lender."

Aaron H. - Michigan Mutual

SocialSurvey puts the ROI into social with a 20x or more return on investment.

In a dynamic and competitive marketplace, this is the difference between getting a loan or silently watching it go to the competition.

Check out **SocialSurvey** for your business today!