

See how Verse helped Mares Mortgage
increase conversion rate

300%

this is Ameera



Meet Mares Mortgage

Mares Mortgage and the Loan Brothers team are one of the top trusted mortgage brokers in Orange County, CA.

The Challenge

As a mortgage broker, the Loan Brothers had leads coming out of their ears, but struggled to connect quickly with those interested in a loan application. The average time it took them to initiate contact was nearly 12 hours, and speed-to-lead felt impossible to achieve.

The Solution

With the need for speed at hand, Mares Mortgage and the Loan Brothers team reached out to Verse to handle their missed opportunities in the middle of the funnel. With instant 24/7 lead engagement, Verse was able to immediately contact leads that came in after hours and maximize the opportunity of conversion for their generated leads.

Ameera is looking to purchase a home

Thanks to Verse, Ameera is able to connect with the Mares Mortgage team.

Hi Antoinette, this is Alex reaching out to you on behalf of John and Kristie. We are following up on an inquiry you made online. We specialize in helping buyers find their ideal property. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

Text is fine

Thanks for reaching out!

Great! I'm happy to help with your home search. Have you had the chance to tour any homes with an agent yet?

No I have not we just started looking for a house.

Sounds good! What is the price range you're looking to stay around?

I'm looking around 300,000.

Great. What general locations are you interested in?

Riverside area mainly

Got it. When would be the best time for one of our team members to contact you and discuss the next steps?

This week should be good.

Maybe Tuesday

Great! We are available from 9:00 AM - 9:45 PM PDT. Which time slot would work best for you?

How about 4 pm

Sounds great! And lastly, have you been pre-approved for a loan yet?

Yes we want to put a down payment of around \$80,000.

No worries either way. I have all of the information I need and I will have one of our team members reach out to you as soon as possible to confirm the appointment. If there is a better time to reach you, please let me know. I hope you have a great rest of your day!

Qualified

Note: Lead came in at 1:40am

Results

"We have seen our conversion rate increase at least 300% and are lowering costs by requiring less overhead. The technology is very simple to understand and the Verse team is connecting other systems with the cutting edge technology Zapier. We've seen the ROI, no doubt."

“Verse instantly adds a trained workforce to our team and their experience can even help consult and integrate with any system. No downsides ever to grow with Verse!










Cubie Hernandez
Mortgage Advisor
Mares Mortgage,
The Loan Brothers Team

300%
Increase in
Conversion
Rate

CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify, and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  Live call transfers
-  Custom scripts
-  Real-time insights
-  Up to 6 month lead nurture
-  CRM integrations

For more info on how it works, visit verse.io/how-it-works



Once qualified, we connect Ameera to John and Kristie, who are ready to help!

