



See how Verse helped American Mortgage Solutions increase engagement rates by 65%

Founded in 1988 by Brady Webb, American Mortgage Solutions is a gold standard within the mortgage industry. They are committed to quality customer service, honesty, and integrity – putting the people they serve first.

Challenge

American Mortgage Solutions prides itself on the customer experience they provide. However, their values and their bottom-line were being undermined by a lack of coverage. Response times for inbound leads ranged from minutes to days, while their follow-up efforts were usually met with a lack of a response.

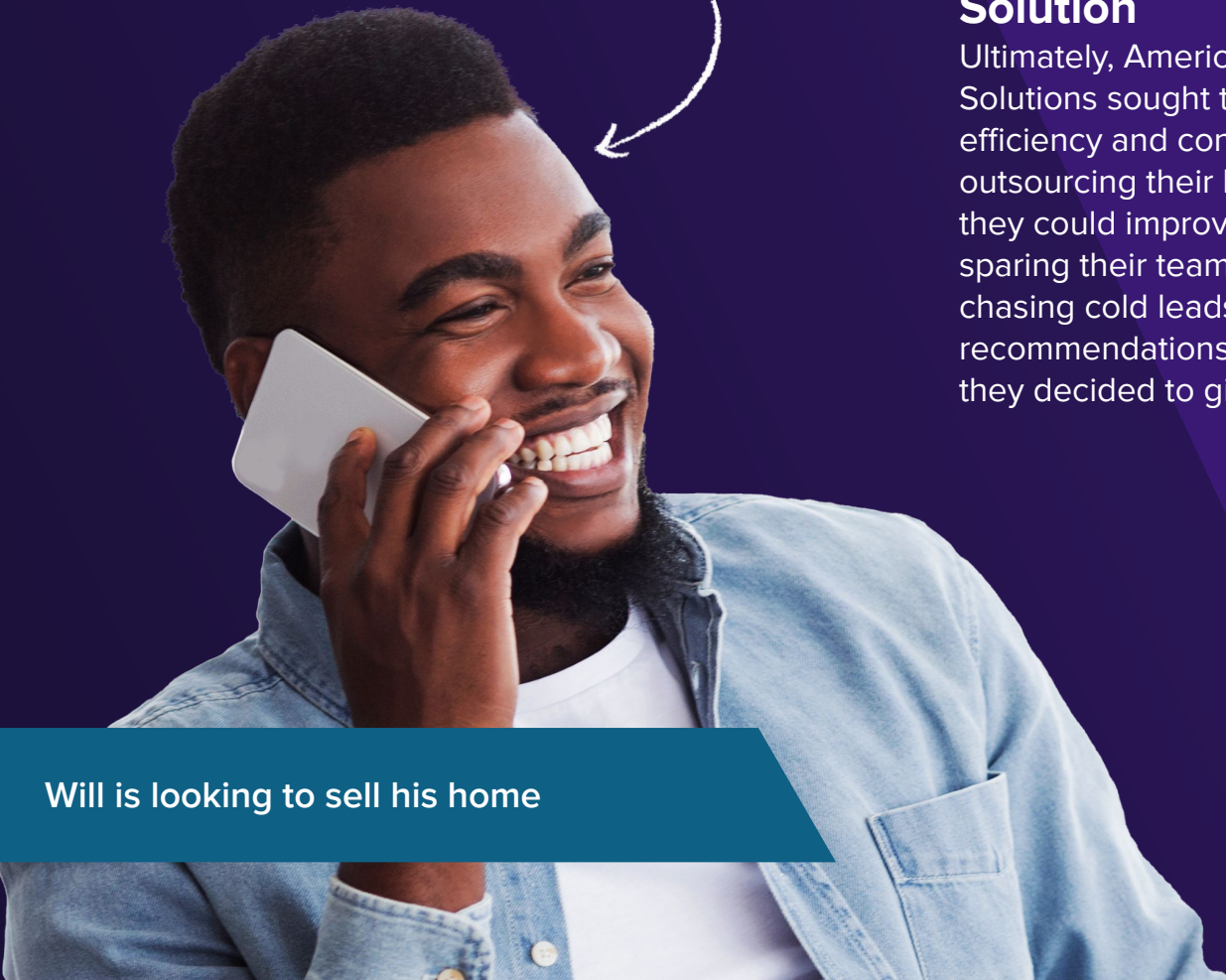
Solution

Ultimately, American Mortgage Solutions sought to improve their efficiency and conversion rates. By outsourcing their lead engagement, they could improve the process while sparing their team the hassle of chasing cold leads. Based on the recommendations from other users, they decided to give Verse a try.

this is
Will



Will is looking to sell his home



After speaking with Will, Verse determines that American Mortgage Solutions can help!

Hi Will, it's Alex with AMS. I see that you just requested an offer for 2813 Warring St on our website. I just have a few questions to start. Would you prefer to discuss the property on a phone call or continue by text?

Is there a more convenient time to talk?

Follow Up
15 minutes
Later

Text is fine

Excellent. To kick things off, what type of property is this? (Examples: Single Family, Condo, Duplex, Mobile, etc)

Single family. 2 units

Perfect. Have you made any significant renovations to the kitchen and bathrooms in the past 5 years?

Completely made over, look at the pictures on Zillow
Call me when your ready to make an offer or have questions

Sounds like it is in really good shape. Congrats! We actually buy houses that need some love. Does your house need any significant renovations?

Just a loving family

Gotcha. Is there an urgent situation or any circumstances that are preventing you from listing the property with an agent?

We have it listed with an agent but the contract is expired with him We just want it sold fast, we are expecting our second child and have to move closer to family

Sounds good. Our regular business hours are 8:30AM-5:30PM. What's the best time for our Customer Advisor to give you a call back? or do you need a call more urgently?

Tomorrow morning 10am Pacific would be best

Sounds great. I will get this info over to our team ASAP. Thank you for your time and we look forward to helping!

Qualified

Note: Lead came in during after hours

Results

Since using Verse, their conversion rates and ROI have increased significantly. Suddenly, American Mortgage Solutions was **qualifying up to 46% of their leads**. Furthermore, their response times shrank to as little as 90 seconds on average. All of this thanks to Verse's proprietary blend of AI technology and highly trained representatives.

“ The people at Verse have been very helpful and a pleasure to work with



Brady Webb








President

American Mortgage
Solution

65%
Increase in
Engagement
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**

