

## PIPELINE OUTBOUND

Abstrakt's business-to-business lead generation solution, Pipeline Outbound, helps with the biggest problem most real estate brokers face while growing their businesses – building and maintaining a consistent pipeline of potential new realtors. We focus on the front end: database building, prospect identification and qualification, qualified lead nurturing and developing new interviews, all at a cost that's less than one full-time employee. If yours is like most agencies, you don't have the time needed to recruit for new hires.

Doesn't it make sense that you spend more time running your business and interviewing new candidates, and let us do the prospect identification? We think so. That's why we spend 100% of our time qualifying and setting up new realtor meetings for you.

## PARTNER SUCCESS



CMG Financial began as an Abstrakt partner in October 2018, looking to ramp up its recruiting efforts. Prior to signing, Tony Giglio, Vice President and National Retail Production Manager, was a prospect of Abstrakt for four years. Using our own process with Tony, the timing was finally right, and Abstrakt acquired a few CMG branches with hungry managers who were ready to see success. Abstrakt and CMG put in extra time and effort by pre-qualifying leads for Abstrakt to prospect, ensuring they would join the team or become a solid connection for some time in the future. Since taking such a specific approach to Abstrakt's outbound calling, each CMG branch has been able to hire three new LOs, and forecast a handful of others who will come onboard in the next 30, 60 and 90 days.



Sente Mortgage began its partnership with Abstrakt in October 2017, focusing exclusively on hiring Loan Officers in the Austin, Texas, market. Since that time, we have expanded our efforts into three other Markets (San Antonio, Houston, and Fort Worth). As of the fourth quarter of 2018, Sente Mortgage can point to 20 hires through the Abstrakt Sales process and has opened three new branches, expanding the company's territory into Oklahoma.



## WHY MORTGAGE COMPANIES SHOULD USE SALES OUTSOURCING

- Branch managers spend less than 10% of their time on prospecting.
- The average hire requires at least five contacts—the typical recruiter stops after just three attempts.
- A minimum of seven strategic touches a quarter is required to maintain top-of-mind awareness.

Salesperson Activity



- Maintain Current Employees
- Engaging Potential Recruits
- Engaging New Recruits

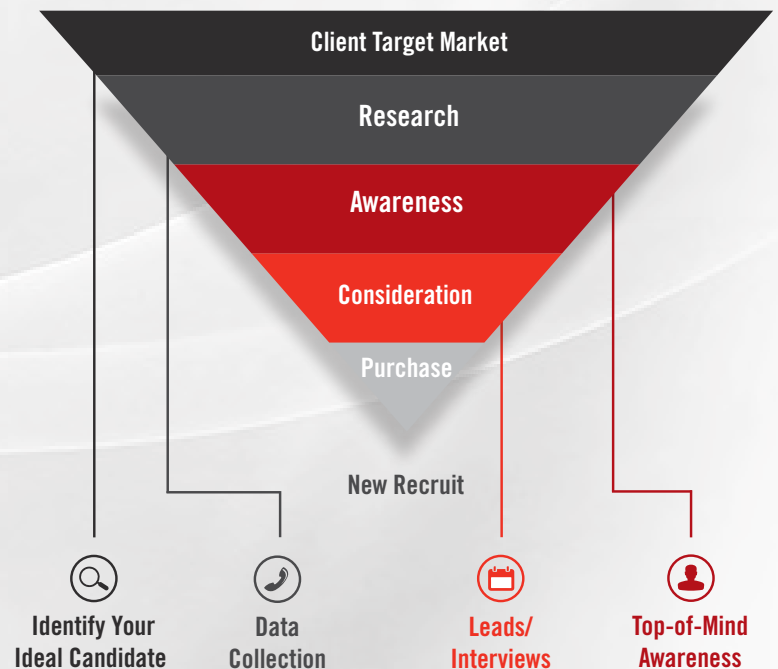
Pipeline Activity



- 100% Engaging New Recruits





## THE FOUR GOALS OF OUR PIPELINE OUTBOUND LEAD GENERATION SOLUTION




## PIPELINE PROCESS


Our Outsourced Recruiting Solution Process is detailed and in-depth because we know that calls aren't enough when it comes to recruiting. Our sales representatives are college-educated professionals and our process is second to none. Our process results in better marketing data, more recruits and increased hiring.

 **IDENTIFY** The initial research phase where we work with you to outline "ideal prospects."

 **CLEANSING** We determine which companies are actually a fit for your business and provide you contact information to reach those qualified candidates.

 **INTRODUCTION** Once we know which candidates are qualified and how to reach them, we will go to work introducing you to those qualified recruits.

 **NURTURE** Long-term follow-up and relationship building are key to success. Qualified prospects will remain in the process and receive ongoing communications, resulting in more leads over time.

 **APPOINTMENTS** When your qualified prospect is ready to meet, you will receive a recording of the appointment call and all contact history.

## TEAM & TOOLS

It takes a full team and several tools to run a successful recruiting/quality process. The good news is you will have access to a full team for less than the cost of one full-time employee.



Partner Sales Manager



Partner Operations Manager



Partner Sales Representative



Partner Training and Development

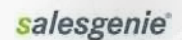


Partner Quality Assurance



Partner Performance Manager

**DIY Lead Generation could cost more than of \$35,000+ in monthly salaries, taxes, benefits and \$2,500+ per month in software and license fees.**



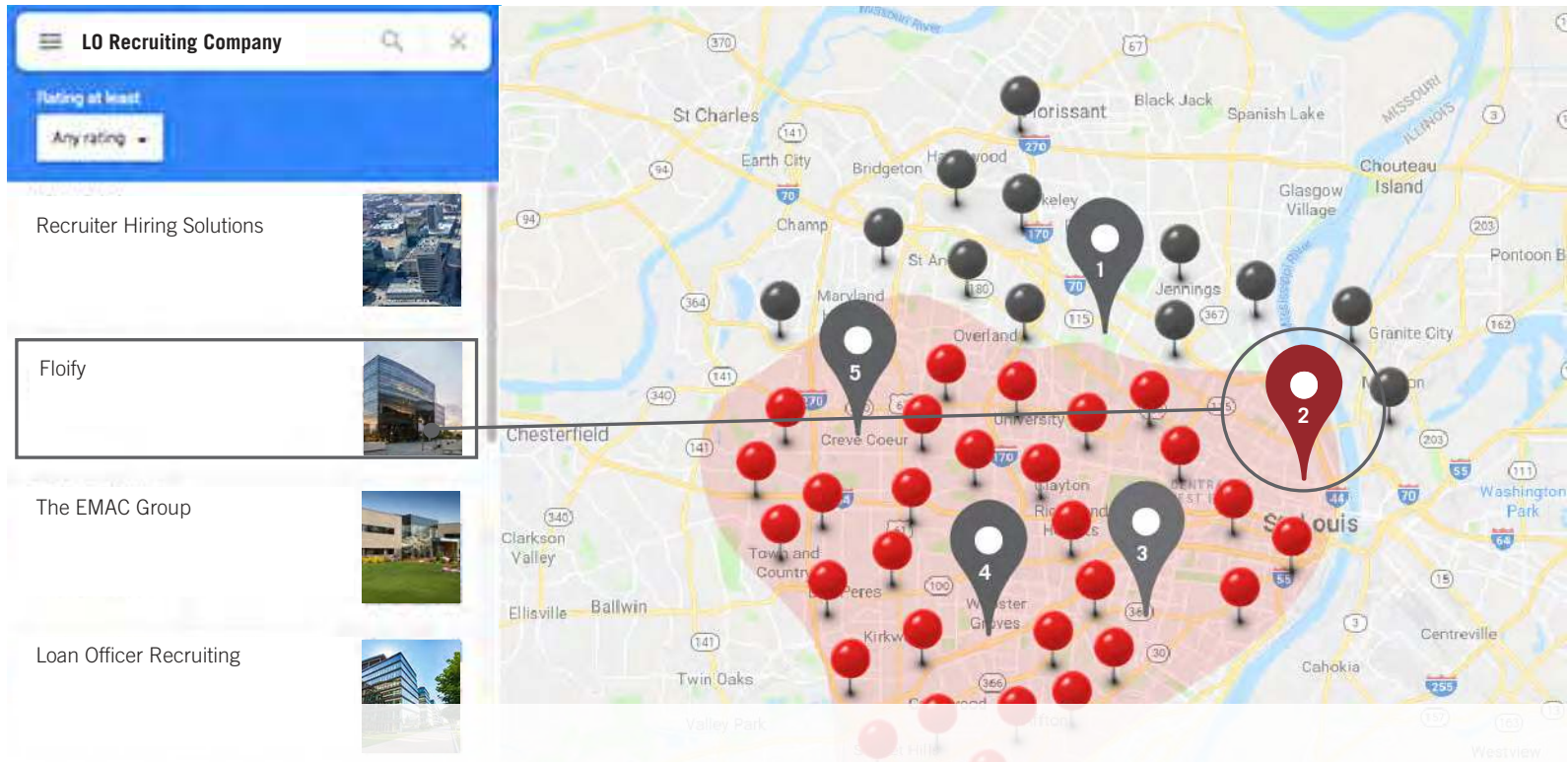
## PIPELINE MARKETING COLLATERAL

With Abstrakt's Pipeline Marketing Collateral program, you'll receive marketing materials each month. With the point values shown, customize your package by choosing which assets would be most beneficial for your business. Marketing collaterals are ideal for increasing brand awareness, providing information about your products and services and communicating what makes your office stand out from the competition.



- Sales Pitch
- Brochure
- Social Cover
- Sell Sheet
- Business Card and Letterhead
- Video
- Case Study
- Infographic
- Trade show Pop-up Display

# LO OFFICER RECRUITMENT



WE ONLY WORK WITH ONE MORTGAGE PARTNER PER MARKET.

# CONTACT US TODAY FOR AVAILABILITY!

## CONTACT US TODAY



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