

Special Report

Why direct mail is making a comeback in this economy!

(a direct mail primer for mortgage professionals)

Presented by **Axxes Data**: The leader in leads, Lists and predictive models for the financial services and mortgage industries

Axxes Data
AXX62 D9f9

www.axxesdata.com
1-888-715-3237

Why direct mail is making a comeback in this economy! (a direct mail primer for mortgage professionals)

Direct mail has been successfully used to target new customer acquisitions since the early 1900's, when such mail order giants as Sears and Roebuck and Montgomery Ward pioneered it.

Today, contrary to what some believe, direct mail remains a powerful targeting tool to reach individual prospects and generate business.

In fact, this author, with over 25 years in the direct mail industry would argue that it is getting MORE powerful (I'll explain why in a minute)

How direct mail works:

The fact is that direct mail (and direct marketing) uses a simple principle called **the 40/40/20** rule. In effect that means:

- 1. Concentrate 40%** of your efforts in finding the best, most highly targeted lists you can find.
- 2. Concentrate 40%** of your efforts on making the most appropriate and powerful offer to that list (that compels a response)
- 3. Tie it all together** with creative (copy, design, etc.) that "speaks" your offer to your list in the clearest possible way (the final 20%).

The 2 reasons direct mail response rates are actually improving:

With our economy being in its current state, many mortgage companies have stopped their lead generation programs. The ones who have continued to mail have seen **INCREASED** response rates.

Multi Source Loan Mod Leads.

Models developed from title, tax and credit bureau databases to predict your best leads.

Multi Source Loan Mod Leads. Models developed from title, tax and credit bureau databases to predict your best leads.

Mailbox "clutter" is the key:

The plain truth is less "mailbox clutter". With less mail getting into prospects mailboxes, there is less competition. With less competition, a given company's offer stands out more.

So how much have response rates increased?

Because of this, I have seen response rates in excess of 3% to 4% on mortgage mailings, especially on highly targeted loan modification, pre-foreclosure and adjustable rate ARM

Why direct mail is making a comeback in this economy! (a direct mail primer for mortgage professionals)

“reset” lists. Previously a great response to a direct mail campaign was around 1% (and decreasing - until now)

Think about why this is for a second...

At this point in history, an unprecedented number of homeowners are in trouble financially, with hundreds of thousands of mortgages being “under water”.

In this instance, the combination of less mail in the mailbox, combined with homeowners who are in trouble and don't know who to turn to, creates a scenario where direct mail response rates have tripled.

If you think back to principle 1 above, targeted list selection, companies with the right list data can provide a huge opportunity for mortgage industry professionals to utilize these lists in such a way that the homeowner benefits.

Whether you have or haven't mailed before, many list and data companies can offer what's called a turnkey direct mail program. At Axxes Data we offer you a complete package, for one low price that includes:

1. Tested and proven direct mail pieces, which are personalized to each list prospect and their current situation.

2. prospect names to mail. Our mailing lists START with courthouse or credit bureau records.

3. We then apply proprietary risk/reward modeling to these lists, which pinpoints the homeowners in your market area with the highest likelihood of responding to your offer.

4. We do all of the printing and mailing services. Once you approve your mailer, all you have to do is wait for your phone to ring.

5. We offer sophisticated call tracking software online. Track your calls, call times and length. If you miss a call, pull the list down from the internet. We can route your calls to multiple people or offices, and even record your calls so you can use them as a training tool.

If you have any questions email our CEO directly at jnissan@axxesdata.com, or visit our website at www.AxxesDirectMail.com.

