

How eRelevance Helps Mortgage Brokers and Lenders Stay Connected and Thrive

Q&A WITH ATLANTA-BASED MORTGAGE BROKER ED LEE



eRelevance's game-changing suite of tech-powered engagement services powers the growth of more than 1,300 small- to medium-size businesses—driving more demand from customers and prospects, lowering advertising costs and improving lead conversion.

Why did you choose eRelevance?

It was a matter of not having enough hours in the day to nurture the relationships necessary to grow my business. Staying connected to prospects, as well as customers, realtors and others who send me referrals is crucial. But I wasn't getting it done on my own. With eRelevance, I get marketing experts who know how to reach more people and do it at a price I can handle.

What have you liked best about working with eRelevance?

I was surprised by how simple the process is to request and run campaigns. I also appreciate having one dedicated eRelevance client success manager who is familiar with my business and makes recommendations.

How did you previously stay connected to your customers, prospects and referral partners?

I tried to send email blasts and keep my website and social media pages current. But the reality is I just didn't do any of it very effectively.

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Why is it important for you to stay connected to your customers, prospects and referral partners?

This is a business based on relationships and service. If I'm not staying in touch with the people who send me referral business, I can't grow. And when I get a prospect through partners or other sources, I have to follow up quickly. If I don't, someone else will, and I've lost the business.

Why is eRelevance's response follow-up service, eRelevance Connect, important to your business?

When leads come in from the many marketing sources I use, I need to follow up fast. But connecting with people takes time and usually doesn't happen on the first call. The eRelevance Connect service chases my prospects, then connects me with them so I can work quickly to convert them from interest to application.

This customer story highlights just a few of the ways eRelevance works to delight its clients by driving more business and offloading the work to engage their buyers and referral partners.

LEARN MORE

For an eRelevance online demo and more information about the benefits of eRelevance:
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