



ALTERRA HOME LOANS MORTGAGE LEAD GENERATION - SPANISH

Alterra Home Loans - Julia Adame Branch is located in Oklahoma City, OK. They specialize in the local Hispanic market and are the leading brokers for that market in the state of Oklahoma. They specialize in traditional, FHA 203(k), Jumbo, FHA, VA and Foreign National Loans. They were looking for a creative way to market themselves and generate more inbound opportunities. Previously, Alterra was spending a lot of time generating business only from a local networking standpoint and word-of-mouth opportunities. They approached Design Thumbprint to help knowing they had expertise in generating inbound opportunities for mortgage lenders.





SOLUTION

MONTHLY LEAD STATISTICS AND REVENUE

After partnering with Design Thumbprint, Alterra Home Loans has exponentially increased their monthly sales funnel on a continual basis. We implemented a lead generation strategy through social media that increased brand engagement and additional funnel leads. This strategy then allowed Alterra to spend less time on inbound lead generation while still increasing revenue streams. This increase in time ignited a passion to implement additional marketing strategies to stay in front of their current customers and opportunities.

- **30-40 Calls**
- **10-15 Applications**
- **3-4 Contract Closes**
- **\$11,200 Revenue Average**
- **746% ROI**