

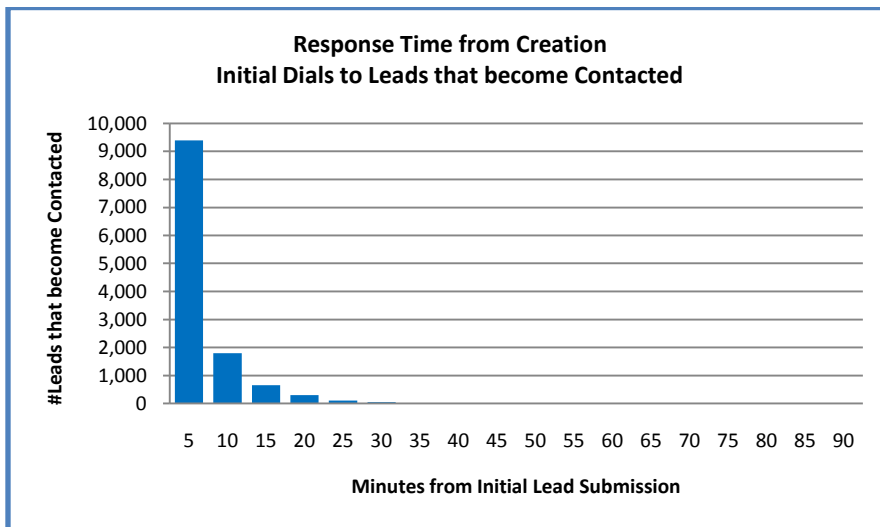
RAPID RESPONSE TO INTERNET LEADS DRIVES CONVERSION

SUMMARY

- Prospective buyers fill out 3-5 lead forms
- The first to contact a lead increases conversion 238%
- More than 65% of all conversions occur on first call
- Calling a lead more than 5 minutes after a lead is submitted has a 46% lower qualification rate than calling in less than 5 minutes.
- Speed of response is the best predictor of a closed transaction
- Enormous opportunity exists for after-hour and weekend calling when most companies are not staffed for a rapid response

CALL FAST, CALL FIRST AND INCREASE CONVERSION

Internet leads die a quick death. Based on data from a MIT Study¹, the odds of contacting a lead in 5 minutes versus 30 minutes drop by 100 times. In fact, from just 5 minutes to 10 minutes the odds decrease by 5 times.



LeadQual data indicates the first to contact a lead increases conversions 238%. Why is this the case? Since consumers on average complete 3-5 leads forms for each purchase and each lead form can be resold multiple times the consumer may receive a dozen or more solicitations. The first to contact the consumer has the opportunity to position their offering first and make competitors play catch-up. By the time the fourth or fifth company pitches the consumer, often only hours after the initial form was submitted, the

¹ How Much Time Do You Have Before Web-Generated Leads Go Cold? Research Study by James Oldroyd, PhD – Sloan School of Management, MIT October 16th, 2007



GENERATE

leads through SEO, SEM and affiliate marketing



RESPOND

to 100% of your internet leads within 3 minutes



QUALIFY

each lead based on your sales criteria



LIVE TRANSFER

interested and qualified leads to the sales team



REPORT & TRACK

which sources provide the best leads



"LeadQual is extremely responsive and provides a terrific service. Their approach mirrors our own – extremely analytical and driven to improve conversion."

Mara Fineshriber
Director of Marketing
Western Governors University



"We were able to increase conversion on our Internet leads by 52%. Even more than the results, we have been amazed with the commitment LeadQual has made to our success."

Carolyn Cheng
Vice President
Royal LePage

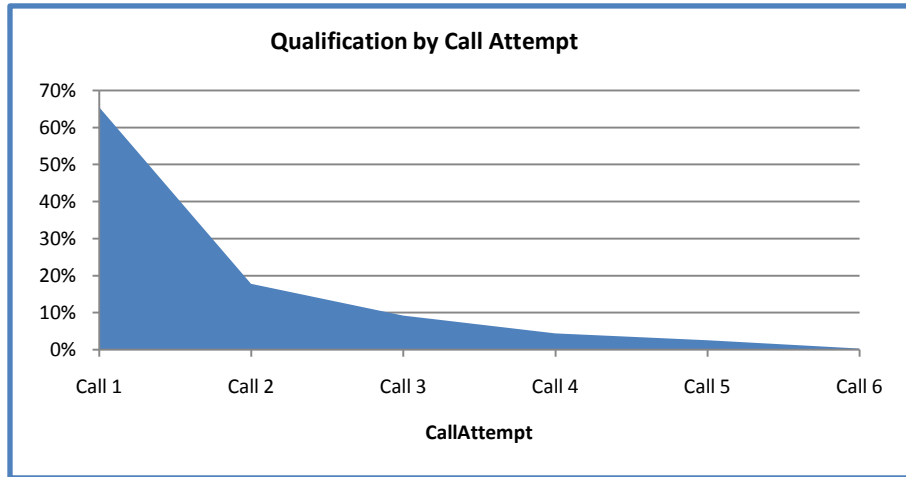


"Our contact and qualification rates increased substantially since we started with the program. We have seen a 75% increase in qualified leads delivered to the channel."

Benoy Tamang
Founder
Sapha

consumer is tired of the barrage of calls, has the information they need and has likely already made a decision.

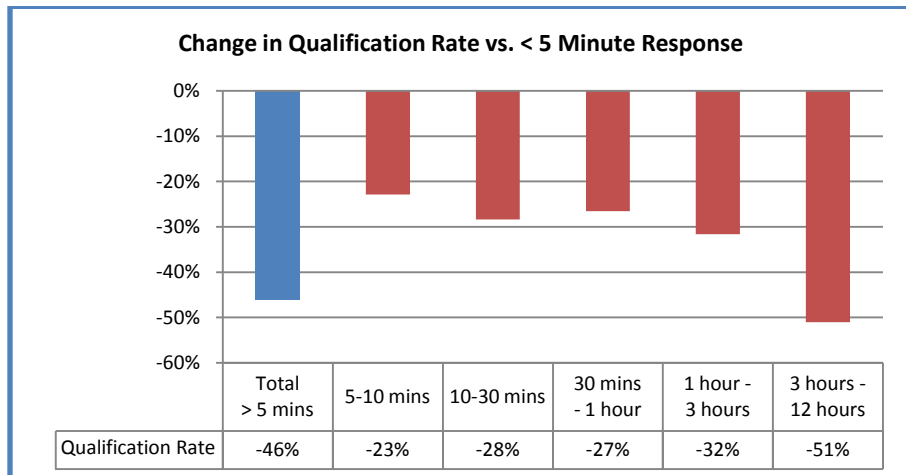
LeadQual's experience confirms this scenario. Based on a study of 70,000 leads and months of data, LeadQual found more than 65% of the leads that convert, convert on the first call attempt.



When the data is analyzed based on response times as opposed to call attempts, the results are consistent.

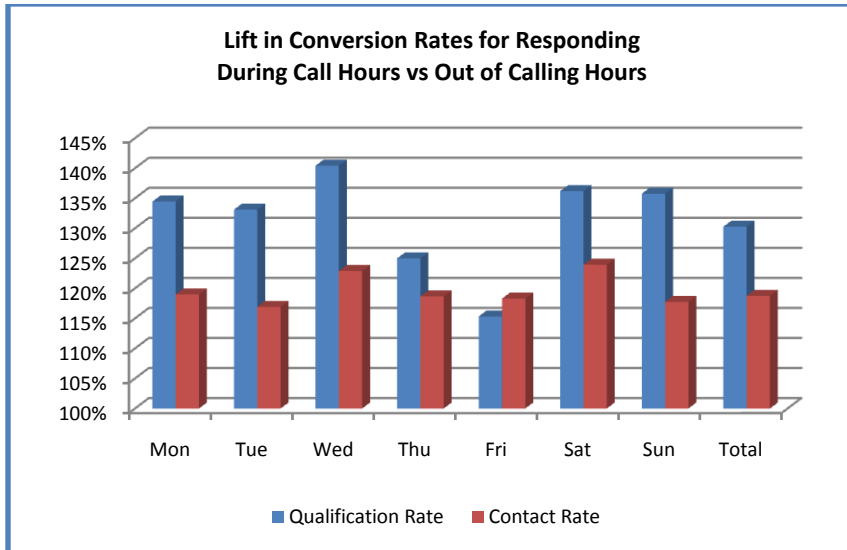
- Calling a lead more than 5 minutes after a lead is submitted has a 46% lower qualification rate than calling in less than 5 minutes.
- Delaying response an extra 5 minutes, i.e., comparing 0-5 minute response times to 5-10 minute response times, results in 23% lower conversion.

The chart below summarizes this data. It shows the decrease in qualification rates for each response time in comparison with a baseline response time of less than 5 minutes.





The impact of a rapid response is magnified when after-hours call data is analyzed. The graph below shows the lift in contact rate and qualification rate by day of week when internet leads are called within calling hours vs. out of calling hours. When leads are submitted within calling hours, they are called within three minutes. As a result, the contact rate is nearly 20% higher and the qualification rate is 30% higher for calls made during calling hours vs. after hours. The biggest payoff from a rapid response for after-hours calling is on Wednesdays, Saturdays and Sundays.



ABOUT LEADQUAL

LeadQual improves the conversion of internet leads by providing a rapid phone response to a company’s internet inquiries. LeadQual calls web leads within three minutes of lead form being created, qualifies them based on each client’s sales criteria and live transfers the qualified and interested prospects to the sales team. Since LeadQual calls so quickly and calls 100% of the leads, contact and qualification rates are usually 30-50% higher than what companies are able to achieve on their own. Higher conversion rates drive increased pipeline and more transactions.

For more information, please find us on the web at:

www.LeadQual.com

Or contact:

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office: 203-644-1311



“This has been a fantastic addition to our sales efforts. It gives the owners piece of mind knowing that all of the money we are putting into lead purchases are being effectively worked. No more worries about our agents not taking full advantage of the leads. The transfer rates have also been very good and well worth the expense. We run our numbers on cost per funded loan and even with the additional expense we are still doing better when the leads are run through their system.”

John Miller
Managing Partner
Malcap Mortgage



“We send our leads through the LeadQual rapid response system. More than 35% of them are qualified and live transferred to our sales team. The impact has been a dramatic increase in funding rates. I would highly recommend their services.”

Owen Raun
Founder
RMC Vanguard

Royal LePage Case Study

Conversion rates on internet leads increase 52% resulting in dramatic margin gains for largest real estate company in Canada.

BACKGROUND

Royal LePage is Canada's largest real estate company with a network of over 14,000 agents and sales representatives in 600 locations across Canada. Since the mid-1990s, Royal LePage has more than doubled the size of its sales force and almost doubled its market share. The company has an unparalleled network of real estate offices across the country with access to the homes and homebuyers in the Canadian market and is part of a brand family that includes Royal LePage, GMAC Real Estate, La Capitale and Johnston & Daniel.

APPROACH

LeadQual worked with Royal LePage to implement a rapid lead response system for its GetHomes lead generation product. The new process involved splitting inbound internet leads into two groups. The first group continued to be responded to using their standard approach. Historically, when a prospective buyer completed an inquiry form, the lead was assigned to an agent based on geography. Agents would follow-up on internet inquiries based on their time available and prioritize based on their perceived quality of the lead.

The second group of leads was processed with LeadQual's rapid response system. Real-time leads were passed to LeadQual who immediately called the prospective home buyers to validate their interest and qualify based on Royal LePage's sales criteria. Once the prospective buyer passed these screens, LeadQual transferred the lead to a Royal LePage agent without ever being placed on hold.

RESULTS

LeadQual's rapid response and qualification system increased the number of high-quality calls between potential home buyers and Royal LePage's agents resulting in more transactions and higher conversion rates on Internet inquiries. Over the past two years LeadQual processed tens of thousands of leads. In a side-by-side comparison with a similar number of leads processed with and without LeadQual's Rapid Response System, the results were conclusive and impressive. The conversion rate on leads processed with LeadQual was 52% higher than those that were sent directly to an agent. Higher close rates translated to an increase in over \$80 million in gross homes sales during LeadQual's tenure with Royal LePage.

These results were a due to a number of factors, including the following:

- **Faster response to leads:** Leads were called in less than two minutes of the lead being submitted online.
- **Higher contact rates:** LeadQual was able to make contact with the decision-maker on approximately 60% of all leads.
- **Higher qualification rates:** Fifty-six percent of the contacted leads were validated, interest confirmed and live transferred to Royal LePage agents.