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In a Competitive Mortgage Loan Market, Social Media is Supercharging the Industry's Leading Marketing Platform

Social Media is redefining the way mortgage professionals market to prospects, which is why Mortgage Success Source, LLC, the nation's leading provider of products and services designed to help mortgage loan originators achieve success and grow their businesses, is introducing a full suite of social media lead prospecting and tracking tools to enhance its Platinum Plus automated marketing platform for loan originators.

Holmdel, NJ (May 21, 2010) – Mortgage Success Source, LLC, (MSS), has added new social media features to its Platinum Plus automated marketing solution for mortgage loan originators. Now, Platinum Plus users can share personally-branded content about home loans with their clients and prospects on Twitter, Facebook, Google, MySpace and a host of other growing online communities – all with a few mouse clicks – to complement their marketing campaigns and increase lead generation, at no additional cost. Users can also track how many visitors their content attracts with a dashboard on their Platinum Plus home page.

“The popularity of social media sites has grown exponentially in the last two years,” said MSS CEO David Fournier. “We saw the need to give our members a competitive edge in this growing prospecting space. This enhancement is a natural and logical progression in the development of Platinum Plus, which has been helping loan originators get and close more loans for years.”

For the past 18 months, MSS has been encouraging its members to develop and hone their social media marketing abilities through a series of webinars, audio-conferences, video releases and articles published on its corporate web site www.mortgagesuccesssource.com, as well as its two most popular products for mortgage lending professionals, Mortgage Market Guide (www.mortgagemarketguide.com), which provides real-time data and guidance on the financial markets that affect mortgage rates, and LoanToolbox (www.loantoobox.com), which provides tools for building better loan officers. Platinum Plus is an add-on service provided through LoanToolbox.

MSS' focus on social media is for good reason. According to estimates, there are currently 65 million people on LinkedIn.com, more than 400 million on Facebook.com and about 100 million people on Twitter.com, just three of the popular social media sites that have become major players in the evolution of networking in our personal and professional lives. According to housing industry experts, more than 80% of homebuyers visit the Web before they even consider a loan officer or a real estate agent.

Social Media feeds will amplify the proven power of Platinum Plus email marketing features, to help loan originators reach prospects in a deeper, more cost-effective manner. Platinum Plus core marketing tools allow loan originators to upload a database of contacts and distribute professionally written and designed content to their clients and prospects via email and direct mail fulfillment services.

The email distribution system built into Platinum Plus includes safeguards to observe CAN-SPAM rules and regulations. It also enables subscribers to have exclusivity over the email contacts they upload; the Platinum Plus system will not allow more than one of its users to upload the same email address to the system.

The Platinum Plus content library is filled with more than 1,200 different content items, which are reviewed regularly by Mortgage Success Source's 12-member faculty of mortgage industry experts and updated to ensure accuracy and relevance.

Available content includes a consumer-focused electronic monthly magazine called You magazine, and weekly and quarterly newsletters. To help loan originators develop relationships with referral partners, such as real estate agents, title companies, attorneys, and other related professionals, Platinum Plus also provides quick tips, business boosters, special alert emails, direct mail flyers and postcards and a host of other miscellaneous items in text and video formats. Users can also use blank templates to create and send their own original text and video emails, direct mail flyers and postcards.

In an increasingly complex home loan market, the heat is on for loan originators, who are faced with last month's ending of the federal government's Mortgage Backed Securities purchase program (which was keeping mortgage rates artificially low) and the expiration of the federal Homebuyer Tax Credit (which was keeping home affordability artificially low).

"Platinum Plus' new social media prospecting technologies could not have come at a better time for loan originators to help them achieve real and measurable business results," Mr. Fournier said.

ABOUT MORTGAGE SUCCESS SOURCE

Mortgage Success Source (MSS) is the strategic alliance of Mortgage Market Guide and LoanToolbox. Featuring the talents of industry leaders Barry Habib, Sue Woodard, Greg Frost, and Jim McMahan, MSS provides training and money-making resources to more than 30,000 loan originators nationwide.

MSS is the one-stop-shop for loan originators looking to achieve higher levels of success. All MSS products and technologies feature proven systems that are easy to implement and generate increased loan volume. For more information on MSS products and services, including the MSS Learning Center, visit www.MortgageSuccessSource.com.

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