

Expedite your lead to close conversion time and reap higher returns!

EASY TO LEARN, SIMPLE TO USE!

Set your own reminders for effective lead follow-up and achieving goals.

Prioritize ready-to-close leads with status setting options.

Organize and communicate quickly with your leads through email or U.S. Mail.

Action keys initiate tailored sales packages.

Instantly review recent responses from your prospects.

My Dashboard Digital Brochure Compose Email Compose Letter Add Note Add Reminder

NEW EVENTS & REMINDERS [Add Event]

Type	Author	Title	Associated Lead	Date
📅	Demo Officer	Give Tiffany A Call	Tiffany Cardena	5/10/2007
📅	Demo Officer	Give Tiffany A Call	Tiffany Cardena	5/10/2007
📅	Demo Officer	Give Tiffany A Call	Tiffany Cardena	5/10/2007

PRIORITY LEADS

S	Name	Day Phone	ST	Zip	Home Value	Loan Amount	Priority	Status	Actions
+	Melanie Jackson	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Contacted	📄 📧 📧 📧

OPEN LEADS

S	Name	Day Phone	ST	Zip	Home Value	Loan Amount	Priority	Status	Actions
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧
👤	Jane Doe	310-874-2000	NY	10001	\$214,957	\$35,537	🔔	Open	📄 📧 📧 📧

NEW LEAD RESPONSES

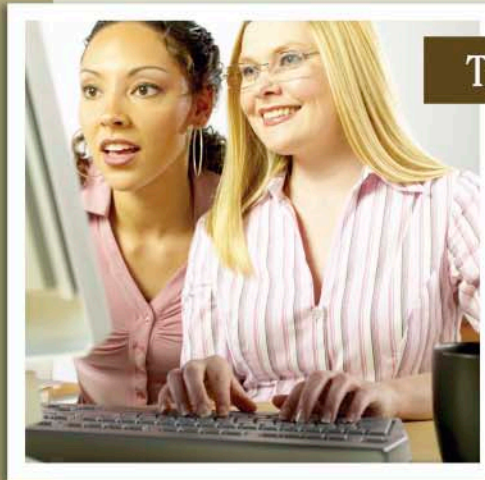
Type	From	Details	Date
👤	John Smith	RE: Reverse Mortgage Information	5/10/2007

Legend

- 🌐 Internet
- 📺 Television
- 📞 Telemarketer
- ✉ Direct Mail
- 📻 Radio
- 👤 Referral
- 📄 Trade Show
- 👤 Lender Lead Solutions
- 📄 Newspaper
- 📄 Magazine
- 🔔 High Priority
- 💡 Unknown Priority
- 🔔 Normal Priority
- 🕒 Low Priority
- 📅 Event
- 📅 Reminder

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MyClosingTools.com will optimize your existing expertise while providing your sales team with better prospecting and closing tools.



TIME SAVING FEATURES

PROSPECTING

Online customer analysis form, internet lead harvester and organized action plan with reminders.

LEAD FOLLOW-UP

Elegant auto-responders and exquisite postal mail pieces with action required communications and quality, digital brochures.

CUSTOMER RELATIONS

Strategic email and priority mail marketing with thorough contact information and customer profile is readily available.

ONLINE STORAGE

Rework archived leads from convenient database storage.

GOAL SETTING

Goals and achievement reviews are accessible in real time reporting.

METRICS

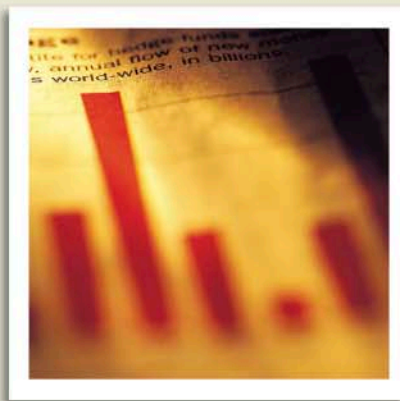
Lead sources, lead count, closing ratios, all available 24/7.

NEVER LOSE ANOTHER VALUABLE LEAD

- ★ Assign leads, track all communications at a glance and review performance 24/7!
- ★ Collect and secure valuable lead data from all lead generation sources.
- ★ Easily manage and communicate with multiple leads.
- ★ Assign leads to individual users to assure timely follow-up and accountability.
- ★ Build brand and credibility with our professionally written responses that are targeted to solicit a reply from the prospect.
- ★ Warehouse archived leads with online database storage.
- ★ Schedule reminders to revisit and rework archived leads when they can be qualified.

IMPROVE CLOSING RATIOS

- ★ Reduce processing time with faster lead response coupled with call to action follow-up. Establishing prompts and goals with easily managed follow-up systems always results in increased lead conversion.
- ★ Enhance customer service and build credibility. Collect and coordinate every lead with our built-in postal or email response pieces that are beautifully designed to make the right impression. Instantly benefit from master copywriters and graphic designers with MyClosingTools.com.
- ★ Manage your work flow from any location. MyClosingTools.com's virtual office is always accessible to review new leads, respond to communications and correspondence; and to schedule reminders and goals.



AFFORDABLE OPPORTUNITY

Since each lead is potentially worth \$2,500 to \$4,000, secure your investments with MyClosingTools.com.

Know what lead sources are your best performers and focus your spending to improve sales.

MyClosingTools.com costs less per month than purchasing two leads!

Can you afford not to use MyClosingTools.com in your highly competitive, time sensitive market?

Contact bwilson@spherexx.com or call 1.866.491.7500 for a free demonstration.