



*“Anything that we can utilize that makes our jobs easier, we’re all for it. We now have VoicePad in all of our affiliates. Literally from Canada to the Gulf of Mexico.”*

**Jonathan Boyd**  
 Vice President,  
 Fifth Third Mortgage

**MORTGAGE LEAD GENERATION**

VoicePad® engages “Mobile Buyers” with detailed property presentations, delivered by phone, that generate up to 3 times the inquiry volume over a yard sign or print ad alone. This translates into additional quality leads delivered instantly to the REALTOR® / LO partnership via text message and email.

VoicePad® delivers a high-demand, REALTOR® technology that leverages the value of your partners’ listing inventory while empowering them with a significant listing tool. A branded monthly payment calculator, played after each property presentation allows a “one-touch” live transfer to the LO for prequalification, all without any “per-minute” charges.

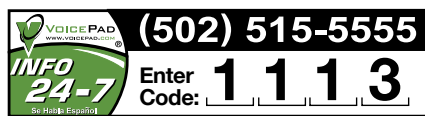
VoicePad® avoids the most critical points of failure of all other call capture technologies, by eliminating the requirement for users to compose, edit and record their own property presentations.

**STRATEGIC APPLICATIONS**

VoicePad® delivers a quantifiable ROI and has proven to increase loan capture rates when used in conjunction with:

- Joint Ventures
- REO Inventory Marketing
- Marketing Services Agreements
- Desk Rentals

**AT THE CURB...**



**ON THE WEB...**



**IN PRINT...**

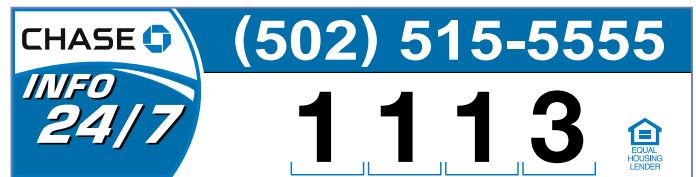


**CALL FOR A DEMONSTRATION TODAY 1-888-595-7347**

"I presented VoicePad to a prospective customer before I even had any codes, and I closed the listing on a two million dollar home because I offered this new technology."

**Anthony Acosta, P.A.**  
Agent Majestic Properties

SAMPLE SIGNAGE EXAMPLES



- Enhance Realtor Relationships
- Instant Homebuyers Leads
- Fully Bilingual (English & Spanish)
- No Per-Minute Charges
- No Recording Required

INQUIRY TREND REPORT

Call Detail Log for: 201 E. Main St.

DATE	CALLER NAME	CALLER PHONE	CALL TIME	CALL DURATION	CALL STATUS	AGENT	LANGUAGE
8/8/07	Peteron, Roy	902-855-1518	3:30 PM	2:25min	no transfer	1	English
8/8/07	Wireless Call	902-121-8608	4:30 PM	5min	902-479-9090	1	English
8/8/07	Call, C	902-888-3864	2:39 PM	4:5min	no transfer	2	English
8/8/07	Smisson, M	902-888-4267	8:30 PM	5min	902-555-1212	2	English
8/8/07	Gaffo, Peter	902-888-7481	3:12 PM	8:5min	no transfer	1	English
8/8/07	Ortega, Susan	902-121-2547	8:30 PM	10 min	no transfer	2	Spanish
8/8/07	Peteron, Roy	902-855-1518	3:30 PM	2:25min	no transfer	1	English
8/8/07	Wireless Call	902-121-8608	4:30 PM	5min	902-479-9090	1	English
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8/8/07	Ortega, Susan	902-121-2547	8:30 PM	10 min	no transfer	2	Spanish

Total Daily Call Volume

Day of Month	English/English	Spanish/Spanish	Total Daily Calls
1	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	0	0	0
6	0	0	0
7	0	0	0
8	1	0	1
9	1	0	1
10	1	0	1
11	1	0	1
12	1	0	1
13	1	0	1
14	1	0	1
15	1	0	1
16	1	0	1
17	1	0	1
18	1	0	1
19	1	0	1
20	1	0	1
21	1	0	1
22	1	0	1
23	1	0	1
24	1	0	1
25	1	0	1
26	1	0	1
27	1	0	1
28	1	0	1
29	1	0	1
30	1	0	1
31	1	0	1
Total	31	0	31

DETAILED LEAD REPORT

EMAIL LEAD NOTIFICATION

Dear Craig Garrett,

You had an inquiry on the following code: **7501**

Inquiry Received: **10-29 12:31 PM**  
 Caller Name: **UNIVERSITY OF L**  
 Caller ID: **(502)852-1719**  
 Description: **2011 Cherokee Parkway**  
 Language Preference: **English**  
 Ad Trac: **Yard Sign**  
 Call Transferred: **No**  
 Voice Mail Left: **No**

To find the address for this phone number, try a reverse lookup by clicking on one of the following engines:

[WhitePages](#) [YAHOO!](#) [Google™](#)

For a complete report of all activity, log into your account summary at <http://admin.voicepad.com>

Questions about your account?  
 Email us at <mailto:customer.care@voicepad.com>

We appreciate your business!

The VoicePad Team

TEXT LEAD NOTIFICATION



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