

CONVERSIONS

Appointment Setting - Mortgage

Consumer List

Results based on 764 Cold Leads

60 Hours Appointment Setting

20 Appointments = 2.6 % Conversion Rate

1 Warm Lead = 0.1 % Conversion Rate

548 No Answer - 71.7 % Conversion Rate

Overall Call Status

Call Status	Total
Appointment	20
Call Back Reque	14
Email Requester	2
Error	67
Live Message	14
New Info Neede	10
Not Interested	87
Other	1
VM/No Answer	548
Warm Lead	1
Total	764

