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CONVERSIONS

Results based on 752 Leads

S2L Service with SDR

79 Appointments = 10.5 % Conversion Rate

1 Interested/Warm = 0.1 % Conversion Rate

Speed 2 Lead Response- Mortgage

Overall Call Status

Call Status	Total
Appointment	79
Call Back Reque	15
Email Requester	2
Error	61
Live Message	17
New Info Neede	9
Not Interested	47
VM/No Answer	521
Warm Lead	1
Total	752

