

Grand Lending Group has been proudly serving the home lending needs of homeowners for many years in 8 states. They've worked hard to establish our reputation as a company that is trusted with integrity. You can expect GLG's team to be responsive with personalized service to meet your expectations in finding the right loan, at the most competitive rate.

Challenge

Grand Lending didn't have enough activity to support the mass amounts of leads they were generating. They wanted to be able to scale their processes while capitalizing on all leads. They had money to invest in more leads, but because they couldn't handle the current lead volume, they held off on investing.

Solution

Upon finding Verse, Grand Lending leveraged our 24/7 modern contact center to handle speed-to-lead and establish efficient connection with leads. Verse qualifies their leads through a series of questions via phone, text or email-- whichever communication is preferred by the lead themselves. Their sales team could focus on taking appointments, booked by Verse, with qualified prospects instead of chasing leads that weren't interested in buying a home at all.

“We love getting the return on our lead generation. With Verse, we’re seeing 2 out of 3 leads qualified!”

this is Amy



Amy is looking to buy a home and needs a lender

After filling out a form on Grand Lending's site, Amy is quickly connected with Verse so they can figure out whether she is a qualified prospect.

Hi Mary, this is Kelly on behalf of Grand Lending Group. We just received your inquiry online re: your potential mortgage. I just have a few questions before I can connect you with the best team member to further assist. I can give you a quick call, or do you prefer to continue by text?

I can talk via text for now, but if tomorrow, I'd do a phone call

Absolutely! We can text now if you'd like :) I would be happy to help. Just wanted to start by asking if you found a home yet?

That would be great

Got it. Are you a veteran by chance?

No I am not.

Great, I just have a few questions so I can get you connected with an experienced mortgage consultant. Has your employer changed within the last 2 years?

Yes it has.

Thanks. And what score was your credit the last time you checked?

650

What is your budget for purchasing a home?

If possible, I'd love to stay under \$200k

Got it. And lastly, when would be the best time for one of our licensed loan officers to contact you and discuss next steps?

Let's do Monday at 11.

Great, I have all of the information I need and I will have one of our loan officers reach out to you as soon as possible to confirm the appointment. If there is a better time to reach you, please let me know. I hope you have a great rest of your day!

Perfect! Thank you so much, Happy Thanksgiving as well.

Qualified

Note: Lead came in on Thanksgiving

Results

Today, Grand Lending is consistently reaping their ROI by leveraging Verse. Being able to scale their processes was a huge win and Grand Lending saw a **145% increase in lead qualification** along with a **96% increase in lead conversion**. They now can invest in leads through leadPops and 2 in 3 leads are being qualified all thanks to 24/7 speed-to-lead, 2 way SMS conversation and intelligent, AI-driven nurturing and responses with human representative on standby.

“We've never been able to reach the qualification and conversion rates like we have with Verse. It's been a huge relief to our teams in all 8 states.”



Gabriel Zepeda








Lead Marketing Manager
Grand Lending

2/3

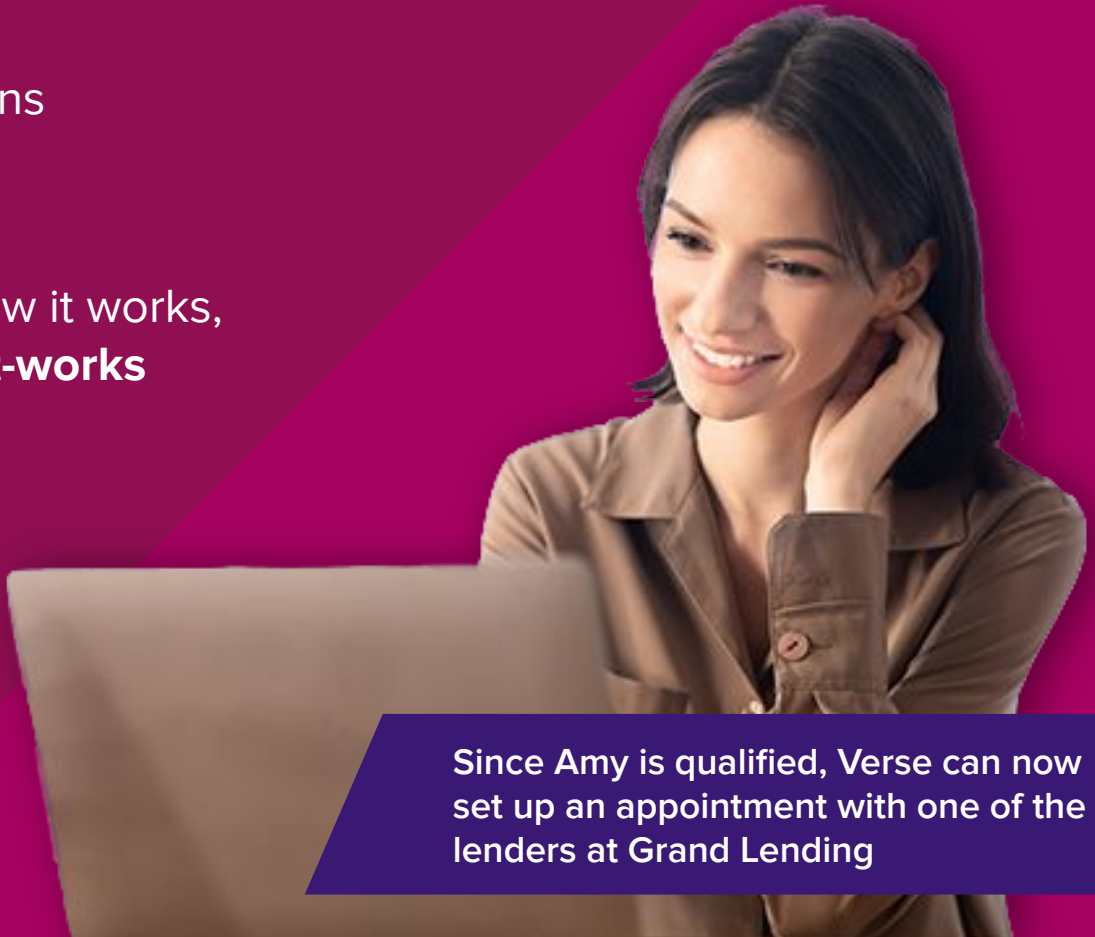
Of all leads are qualified by Verse

CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  Live call transfers
-  Custom scripts
-  Real-time insights
-  Up to 6 month lead nurture
-  CRM integrations

For more info on how it works, visit verse.io/how-it-works



Since Amy is qualified, Verse can now set up an appointment with one of the lenders at Grand Lending