



# PUTTING LOANS BACK IN YOUR PIPELINE

In an effort to increase retention rates and opportunities for your business, GMFS has introduced a lead program to receive notifications for your previous borrowers' mortgage inquiries through Experian.

If a former customer of yours has a mortgage inquiry pulled, and his/her existing loan is serviced by GMFS LLC, you will be sent a notification email with their name and loan number. Your borrower will also receive an e-mail encouraging them to contact your company for their home financing needs. The letter includes the borrower's legal prescreen and opt-out notice.

This program is effective immediately for our Level 1, 2 and 3 customers.

*"I like [this program] because it gives us a better opportunity to know what our past clients are doing. It means a better bottom line without additional costs."* –

*James, Premier Lending*

Interested in learning more  
about Lead Sharing?

Contact your  
District Director today!

