

PUTTING LOANS BACK IN YOUR PIPELINE

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 Tier 1, 2 and 3 Partners.

"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 putting loans back in your pipeline?

Contact your District Director today!

We're here to help.



GMFS Partner,

You have a new lead!

We are interested in the success of your business and understand how important customer loyalty is to your bottom line. We're writing to inform you that one of your former borrowers is looking for a residential home loan.

Customer Name Customer Email Loan #: XXXXXX

Please reach out to the interested borrower and see if there's anything you can do to help based on his or her financial

We are here to help! If you have any questions, please do not hesitate to give us a call. Thank you for your business.



