

Welcome to Real Estate Connection

Real Estate Connection (**REC**) is a fully managed lead and real estate service provider with Realtor coverage across the entire United States. REC enables mortgage lenders to effectively compete, grow and scale within the digital mortgage arena. Through REC's Lead Generation partners, transaction management system, and closing coordination REC takes buyers from initial engagement to final closing in a team-like fashion with all parties.

✓ Path to Purchases...

- REC provides lenders a fully integrated, fully managed buyer engagement and conversion process.
- REC pairs buyer leads with local **5-star Realtors** to work with the MLO in a team-like fashion.
- The REC process gets buyers out looking at homes and under contract 20% faster and REC LO's retain 94% of the pre-qualified buyer.
- REC consistently nurtures and closes buyers with a time frame of more than a year.
- REC empowers MLO's to enter new markets and expand upon their business by connecting with more buyers and real estate agents.

✓ REC enables lenders to...

- Build a pipeline of pre-approved buyers that are retained by a local REC agent.
- Ensure your buyers view homes with your local boots the ground real estate team.
- Bypass outdated MSA or Desk Agreements by working with active buyers.
- Build and grow relationships with local high producing agent teams.
- Participate profitability in the online buyer digital lending marketplace.
- Grow and expand into new markets areas.

*"In the current changing marketplace loan originators need to increase their lead acquisition" **Barry Habib**,
CEO MBS Highway , REC Strategic Partner*





REC Fully Managed Leads Pricing Menu

✓ REC Fully Managed Lead Offering:

- 85% of buyers who seek mortgage financing or real estate online do not have a Realtor or MLO.
- REC Partners with lead aggregators to connect buyers, agents and MLO's.
- REC pairs buyers with a local 5-star Realtors to work with MLO's in a team-like fashion nationwide.
- REC Realtors all sign a 2-year Virtual Desk agreement which ensures the Realtors work in a team like fashion with buyers.
- REC manages all buyers from lead origination or pre-approval to close via our REC Connect Transaction Management system.
- MLO's get access to the REC B.E.S.T. Concierge team that will manage all aspects of the transaction -- phone outreach, buyer stage updates, appointment scheduling, and more.
- REC provides long-term buyer engagement and reports back as needed; reducing the need to constantly follow up for status or look for an opportunity.
- REC provides Monthly Buyer KPI Metrics and Scorecard Performance Reporting.

✓ Monthly Subscription Pricing

Product	Cost Per Lead	Service Provided
REC Direct	\$4.50	Fully Managed Lead Service - REC Agents
REC Select	\$10.00	Fully Managed Lead Service - Your Agents

REC Fully Managed Lead Services is paid via credit card at the close of the month or otherwise agreed. REC can engage with buyer leads from all data sources and has preferred relationships with various lead aggregation partners.

**** Subscription is month to month.**

We are 100% positive you will be pleased with the value, insight and performance REC provides.

MLO and Realtor Testimonials:

"REC has been amazing to work with, as a Lender growing their Business nationally, it has been truly a blessing!"



KHASH SAGHAFI
LIBERTY HOME MORTGAGE

"I have really enjoyed working with the Real Estate Connection Team. They are professional and work with urgency, which I really appreciate. Look forward to continuing to work together!"



JOSH ANTON
REMAX BEYOND 2000, OH
★★★★★

"I have worked with some clients referred by Real Estate Connection. They have done a good job with follow up of these buyers. They are also great at educating people on the process of helping them buy a home. I definitely recommend them!"



VICTOR AGUILAR
AZURI REALTY, TX
★★★★★

"I love working with Real Estate Connection! As a Realtor, I am always appreciative of referrals, and REC sends me vetted, pre-approved referrals ready to shop! They make the warm introduction and provide excellent support and communication from start to close. Great company!"



JESSICA DONALDSON
LOCAL REALTY, AL
★★★★★

"Real Estate Connection has provided great service and quality clients. I don't typically get good and qualified buyers from other referral companies. They are very responsive and communicate quickly. I appreciate them helping me to grow my business."



KRYSTAL STEWARD
KELLER WILLIAMS REALTY, LA
★★★★★

"I was a little nervous because I was moving cross country and did not know who to reach out to. Real Estate Connection found me the perfect match for me and really helped me feel comfortable with the whole process. I highly recommend this company."

★★★★★ **BLAINE . W**
HOMEOWNER

"Real Estate Connection exceeded all my expectations. They are very detail oriented and has a great work ethic. I highly recommend them to anyone who is looking for their dream home!"

★★★★★ **STACY G.**
HOMEOWNER

Ready to get Started? Please Email
Sales@realconnectusa.com or visit www.realconnectusa.com