

# “Everything you need to increase sales!”



**The Mortgage Centre**

We work for **you**, not the lenders.

## THE MORTGAGE CENTRE

The Mortgage Centre is a franchised mortgage brokerage company.

*“We’ve been using Odenza’s cruise products since we’ve opened the doors over a year now, and it’s been very effective in growing our business. It keeps our clients in touch with us!”*

- Luke Bazuk, Mortgage Specialist The Mortgage Centre/Yellow Brick Mortgage Ltd.



## KEY CHALLENGES

- Standing out from other mortgage brokerage companies.
- Build strong client relationships and customer loyalty.
- Establishing a successful program for generating client leads and referrals.

## IMPLEMENTATION

Yellow Brick Mortgage implemented a lead generation and retention program. Pre-approval letters were sent to valued clients inviting them to refer two people to Yellow Brick Mortgage services. Approved referrals were rewarded with a 4-day Eastern Caribbean Cruise for two.

## BENEFITS AND RESULTS

Using Odenza’s 4-day Caribbean Cruise incentive encouraged clients to sign up with Yellow Brick Mortgage. It had not only increased Yellow Brick Mortgage’s customer loyalty, it also strengthened their brand awareness and helped them stand out from their competition by giving them a competitive edge in their market.

### SATISFACTION RATING: 9/10

*“Using Odenza’s travel incentives added extra value to Yellow Brick Mortgage services because customers really loved it!”*

- Luke Bazuk, Mortgage Specialist, The Mortgage Centre/ Yellow Brick Mortgage Ltd.



**Odenza**<sup>®</sup>

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