

VeroLITE Home Valuations

VeroLITE is an attractive marketing and lead-generation tool to increase conversion rates and competitive advantage

VeroLITE is an attractive marketing and lead-generation tool that will generate business through your website, increase conversion rates and your competitive advantage. Veros will provide a transparent link allowing you to frame and deliver home valuation reports from your own website, including your own art work, advertisements, and page links. Instantly, your company will be able to provide limited home valuation data to your current and potential customers, members, partners or other prospects.

Visitors to your site are able to run valuations of their own homes by entering the property address and clicking 'Submit'. Within just a few seconds, a valuation report as seen on the next page is generated. Your customers can also print their property valuation on the spot.

Depending on your business strategy, you may choose to sell these reports or provide them free of charge from any location on your site. You may also prefer to collect valuable marketing information by requiring limited information from the user before linking then to the VeroLITE Input Screen. In any case, VeroLITE provides the ability to drive more business through your doors.

Features:

- Increase website traffic / Unique Visitors
- Encourage visitors to "take action"
- Provide site "stickiness"
- Decrease customer acquisition costs

Veros will Provide a Transparent Link To:

- XML or Frame Access
- Add product references and/or advertisements
- Add page links
- Collect valuable marketing information
- Provide free or sell report
- Email to Loan Officer instantly

Marketing Strategies

Strategy 1: Limited or No Information Requested

- Greater Usage / More Impressions
- Higher Click-through Rate
- Site Stickiness

Strategy 2: User Information Required

- More committed user
- Higher conversion rate
- Extensive marketing opportunities
- Better understanding of the user – Demographic Profiles
- Process fulfillment options
- Instant point-of-experience contact



1 Entry screen:

Basic transparent website frame to capture customer data

2 Valuation Report:

Includes value range and limited subject property and comparison sales information

Website Strategies

- Provides increased traffic and stickiness
- Encourages visitors to “take-action”
- Employ various Marketing Strategies
- Choice of Report Options
- Decrease customer acquisition costs
- Unlimited marketing potential
- Capture the borrower instantly