



Mortgage Originators Can Swell Pipelines 400% with Advanced Mortgage Call Capture Technology Available through RealMarCom.com

RealMarCom and 24/7 Call Capture Inc. announced an agreement under which RealMarCom will sell 24/7 Call Capture mortgage lead generation technology to mortgage origination professionals.

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Aptos, CA (PRWEB) April 5, 2006 -- [RealMarCom](#) and [24/7 Call Capture Inc.](#) announced an agreement under which RealMarCom will sell 24/7 Call Capture mortgage lead generation technology to mortgage origination professionals.

"With the crash of the refinance market, mortgage origination professionals are desperate to find effective tools for increasing their competitive viability. 24/7 Call Capture provides mortgage originators with a powerful tool for gaining control of purchase, builder, and FSBO markets," said RealMarCom President Brent Duncan. "Through our agreement with 24/7 Call Capture, Inc., RealMarCom.com subscribers can be among the first to cash in on this powerful mortgage lead generation system."

"Since RealMarCom has become such a key resource for marketing information and resources for mortgage originators, it is a natural distribution point for 24/7 Call Capture," said 24/7 Call Capture Inc. CEO Paul Wolff. "Through our agreement, RealMarCom customers will receive free seminars on mortgage lead generation technology, free activation of their Call Capture systems, and free personal training."

"The private personal trainer provided by 24/7 Call Capture is a free benefit that's worth at least as much as the service itself," Duncan said. "Personal trainers guide mortgage professionals through the Call Capture process to accelerate their progress toward achieving financial goals. Call Capture is just a core component of a fully-integrated and highly-lucrative mortgage income generation system."

"Using 24/7 Call Capture proprietary technology, average mortgage professionals can quickly realize a 400% increase in income--not only for themselves but also for their partner agents," Wolff said.

About Call Capture for mortgage originators

Call Capture is a lead generation technology that automatically records and tracks phone calls from qualified prospects 24 hours a day. Call Capture has proved to be an effective tool for directly generating quality leads in sales-intensive environments, like real estate; but, is relatively new for the mortgage industry. In addition to packaging Call Capture specifically for generating mortgage leads, the 24/7 Call Capture system adds proprietary technology that allows mortgage originators to capture leads both for and from partner real estate agents.

"Call Capture is an especially important consideration for mortgage professionals who want to use telemarketing in a 'do not call' environment, and who are tired of wasting money on stale third-party leads they buy on the Internet," Duncan said. 24/7 Call Capture allows mortgage originators to eliminate cold calling and automatically generate their own quality leads from qualified prospects for as little as \$2 a day, according to Wolff.

Mortgage origination professionals can learn more about 24/7 Call Capture through [RealMarCom.com](#) or directly at ► www.247callcapture.com; mention Promotional Code "REAL247" to receive free activation, free seminar, and free personal coaching.

About RealMarCom

[RealMarCom](#) is a marketing resource center that provides mortgage origination professionals with the tools they need to build profitable relationships with homeowners, homebuyers, and real estate professionals. RealMarCom produces the Mortgage Note\$™ Newsletter for Mortgage Origination Marketing, and Mortgage Origination Marketing Online, a mortgage marketing resources publication with 24,000 subscribers. Contact RealMarCom through ► www.realmarcom.com or by calling 831 688-9520.

About 24/7 Call Capture Inc.

[24/7 Call Capture Inc.](#) is the premier provider for Call Capture, Interactive Voice Response (IVR), business development and communication systems. Our mission is to provide our customers with a combination of advanced sophisticated technology with unsurpassed personal one on one service and attention and to be the most highly regarded IVR Call Capture company in the world. Contact 24/7 Call Capture Inc. at [www.247callcapture.com](#) or 800-770-0247. Mention Promotional Code "REAL247" to receive free activation, free seminar, and free personal coaching on Call Capture mortgage lead generation technology.

Written by RealMarCom

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