ITS Tip of the Month

Good afternoon Elite Club Members!

As you know this time of year our Realtor and Lender partners are finalizing (should have already been done ;)) any business and marking plans they have made for 2017. And if they are hard charging, highly driven individuals like yourselves they are looking for ways to meet and or exceed those goals. Right?! Well we have a solution that you all need to take a look at or revisit going into the first quarter of 2017. That solution is **Prospect Now**!

Prospect Now pulls data from about 18 different data sources and then runs that data (which can be a farm area or even their own sphere of influence) through an algorithm. What this algorithm will do is determine which sellers are most likely to sell in the next 12 to 14 months. Pretty cool right?! So, what that works out to is 1 out of 8 sellers will sell their home within the next 12 to 14 months. It's even better for lenders as the data has shown that 1 out of 2 homeowners will refinance within 12 to 14 months. So, you have a HUGE opportunity with **Prospect Now** to help your business partners capture more business in 2017 and grow your market share!

For more information, please contact your local FNTG ITS Business Solutions representative to schedule a demo.

Have a Merry Christmas and Happy New Year!

Best regards,
Matt

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