

See how Verse **increased** loan **applicants by 33%** for **Cornerstone Mortgage**

Cornerstone Mortgage is a nationwide direct lender serving customers in 31 states. Ranked one of the nation's top 200 lenders, Cornerstone has achieved success through a blend of dedicated mortgage experts and personalized service.

this is
Craig

CHALLENGE

Cornerstone was taking up to 3 hours to engage inbound leads during business hours and ignoring after hours leads until the following business day. This caused a significant number of missed opportunities, working against their otherwise first-in-class business reputation and distinctive personality.

SOLUTION

Verse's 24/7, instant lead follow-up empowered Cornerstone to streamline their workflow and increase their coverage. Through a combination of A.I., custom campaigns, and human touch, Verse supercharged Cornerstone's lead conversion.

Craig is looking for a home loan

Verse quickly connects Craig with Cornerstone's team

Hi Craig! Alex here with Cornerstone Mortgage Group. I saw you submitted an application. Should I give you a quick call or would you rather text?

Let me know :)

Text for now, I'm at work.

No problem, texting works. Is this your first time getting pre-approved?

yes

Got it. Have you found your home or just starting your search?

10 DAY NURTURE



Text: X11



Email X2

There are a few openings in the calendar tomorrow - did you want to stop by the office and check things out?

yes

Great. I have a few questions so I can get you connected. Is now a good time for a call?

yes

OUTBOUND CALL - SUCCESS



4 min. 30 seconds

Thanks for your time today! You will receive a confirmation email for your appointment shortly. Have a great rest of your day!



APPOINTMENT SET

RESULTS

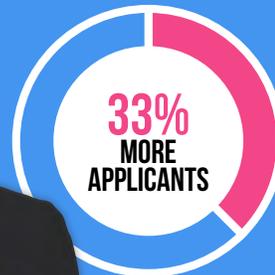
In the short time that Cornerstone has used Verse, they've received 33% more applicants. This comes in large part from the total number of prospects engaged with; more than 6,000 prospective clients, all handled seamlessly. This consistent coverage ensured that Cornerstone was not letting any leads slip through the cracks.



We know that all of our leads are being taken care of and we don't have to worry about it.



- Sean Cahan
CEO, Cornerstone Mortgage



CONVERSATIONS THAT DRIVE CUSTOMER SUCCESS

Engage, qualify and convert your prospects with conversations powered by our unique blend of smart technology and people.

-  Instant 24/7 response
-  Appointment booking
-  CRM integrations
-  Custom scripts
-  Real-time insights

For more info on how it works, visit
verse.io/how-it-works

101 W Broadway #200
San Diego, CA 92101

(844) 372-3014

