

Conti launches online sales toolkit for intermediaries

Free access to suite of downloadable sales and marketing tools Unique to overseas mortgage sector

Conti has created a free online sales toolkit to help intermediaries generate overseas mortgage sales from their existing client base.

The new toolkit means they can promote overseas mortgages to clients who are thinking of buying a property abroad, or to clients who may want to refinance their existing home overseas. It's a first for the overseas mortgage sector, providing all the tools to support intermediaries as they seek to drive new revenue streams, with very limited expense from their own business.

The Conti sales toolkit includes the following items, all of which can be tailored to the intermediary's own brand:

- Powerpoint presentation - explaining what Conti can offer the broker's clients, latest facts on the growth of the overseas mortgage market, and how they can generate more business.
- Customer brochure - which brokers can send with their lead generator letters. Personalised printed versions are also available.
- Lead generator letters - for new mortgages and remortgages.
- Frequently asked questions - so brokers are well-versed in their responses to clients' queries.
- Top tips for buying overseas property - helpful information on what clients need to consider before signing on the dotted line.

The toolkit also contains essential forms, such as the pre-qualification questionnaire, which brokers can print, complete and fax back to Conti. In addition, there's a free weblink for the broker's own website which links directly to Conti's website. The broker's unique partner code is embedded in the link so that any enquiries received are tracked directly back to them, and the appropriate commission paid.

Commission rates start at 25% per case, but higher levels can be achieved when volume increases or through membership of a qualifying group or network. Conti can advise intermediaries individually on what rate will apply to them.

Clare Nessling, Conti's Operations Director, says:

'We believe our new sales toolkit will enable brokers to interact more proactively with their client base, as they seek to drive new revenue streams or increase existing business from the sales of overseas mortgages and remortgages.'

'The sales toolkit is absolutely free and provides them with ready-made support, which is crucial at a time when marketing efforts are paramount, but budgets are tight. Everything can be tailored to the broker's own brand, ensuring that they retain the client relationship.'

According to Conti, the overseas mortgage market, although having to adapt to challenging times, is alive and well, presenting intermediaries with the perfect opportunity to get involved and to consider it seriously as a source of additional income.