

## FOR IMMEDIATE RELEASE

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### **Local Home Mortgage Business Increases Leads and Revenue by 100%** *Cody Belitz of MorNorth Mortgage Shares his Business Boosting Strategy*

**May 19, 2005 – (Sioux Falls, SD)** MorNorth Mortgage in Sioux Falls, SD is enjoying a 100% increase in business recently. With the addition of a vanity 800 phone number in advertising efforts the home mortgage location is receiving more calls, processing more applications, and generating more awareness in the community.

“The vanity 800 number has far exceeded our original goals. I have seen the number of loan applications we process on a daily basis double since we started advertising 800-NEW-HOME,” says Cody Belitz, a Field Asst. Vice President of MorNorth Mortgage.

The Sioux Falls office was processing approximately fifteen loan applications each month. Cody Belitz, Field Asst. Vice President, set a goal for the home mortgage office to increase response rates from radio advertising, and increase the number of applications they process per month. After activating 1-800-NEW-HOME with **800response**, a vanity number and toll-free service provider based in Burlington, VT, the number of processed loan applications increased by 100%, as well as the revenue, with the office processing at least one loan application per day, and thirty applications per month.

Using a Custom 800 number to generate more leads enables Belitz to remain in his office during the day to connect with potential home buyers who call 800-NEW-HOME, and process loan applications.

“Advertising 1-800-NEW-HOME is much more cost effective for my business compared to buying leads or implementing a telemarketing campaign. I can be in my office responding to incoming calls and processing loan applications rather than traveling to appointments,” says Belitz. He recommends using a Custom 800 number to other MorNorth Loan Originators based on the results he has seen since using 1-800-NEW-HOME in his radio advertising.

**800response** is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Services include counsel on selection of the most appropriate 800 number for businesses, a sophisticated Call Routing platform, Call Recording, and extensive real-time Call Tracking reports that provide invaluable demographic information to our customers. For more information visit [www.800response.com](http://www.800response.com) or call 1-800-NEW-SALES.