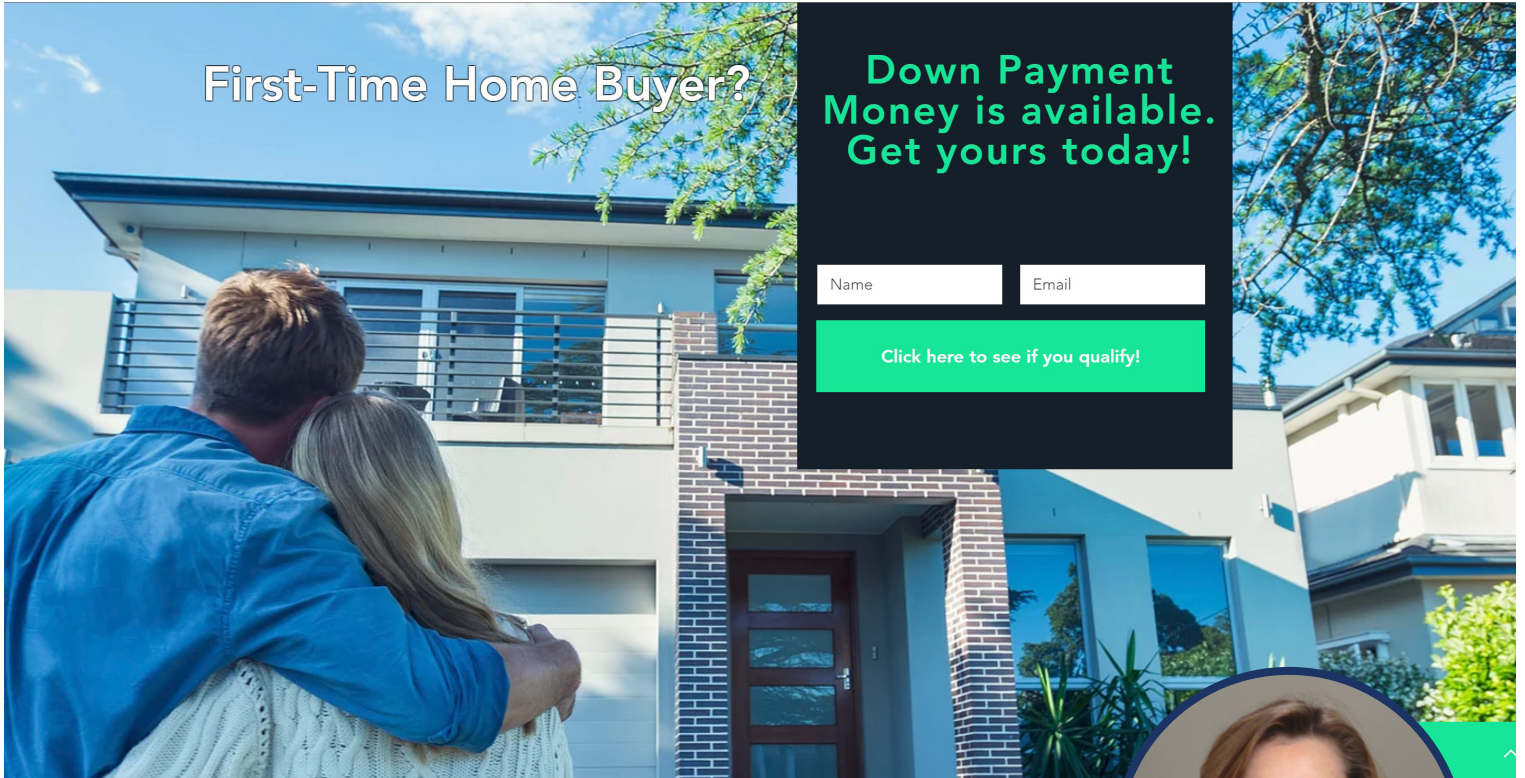


DOWN PAYMENT CONNECT
SUCCESS STORY

Marilyn Parrish



Indianapolis-based Re/Max Realtor[®] Marilyn Parrish is gaining successful, engaged leads with a landing page campaign connected to her Down Payment Connect personalized link.

- Educates buyers about available down payment programs that can help them buy sooner.
- Generates more leads with information for new buyers.
- Facebook ads with a direct call to action deliver strong results.
- Unique landing page captures 100% of leads.



"It's been even more successful than when I did Zillow leads in the past. It's information new buyers are interested in."
– Marilyn Parrish, Realtor

HERE'S WHAT MARILYN DID

- Set up a custom Wix landing page with her branding.
- Added a name and email lead form to the landing page.
- After a buyer enters their email and name, they gain access to her personalized Down Payment Connect search form to complete a search for homebuyer programs.

EVEN MORE SUCCESSFUL THAN ZILLOW LEADS

Indianapolis-based Realtor Marilyn Parrish is a big believer in first-time homebuyers. She knows they may need extra help, but it's also an audience she can serve well and set up for long-term success.

Marilyn worked with down payment programs in the past, but finding information was a manual process and there wasn't a way for her buyers to search and explore options based on their personal situation. After attending a MIBOR training on Down Payment Resource, she knew it was an ideal way to leverage lead generation with homebuyer education.

"I learned about landing pages and I believe that if someone else can do it, I can too. I figured out how to maximize my Down Payment Connect landing page and it's been even more successful than when I did Zillow leads in the past," said Marilyn.

The screenshot shows a landing page with a dark header containing the text: "YOU MAY BE ELIGIBLE FOR 19 PROGRAMS AND UP TO \$14,999 IN DOWN PAYMENT HELP." Below the header is a form with the following fields: "First Name *", "Last Name *", "Email Address *", and "Phone Number". There are also radio buttons for "I prefer to be contacted by:" (Email, Phone) and "I am currently working with a real estate agent:" (Yes, No). At the bottom, there is a green button labeled "Get Program Details" and a link to "Privacy Policy, Disclaimer and Terms Of Use".

The design requires buyers to enter their email address before taking them to her personalized Down Payment Connect page. And, it's helping her capture even more leads.

Marilyn began using Facebook ads to drive buyers to her new custom landing page. She had done ads in the past, but never had a direct call to action like this. Now, she has an immediate way to follow up with more details about the programs available.

"I'm getting good leads. They are responding and interested."

According to Marilyn, Facebook ads with a direct call to action provide a great value compared to what people spend on buying other leads. Even buyers who make too much money to qualify for down payment help are often converting as a lead and customer.

"Getting access to a tool like Down Payment Connect makes my MIBOR subscription more valuable. It's working for my business," said Marilyn.

The screenshot shows a Facebook post from Marilyn Parrish/Indy Home Team. The post text reads: "Many first-time home buyers qualify for down payment money. See if you qualify and let's get shopping for your new home!" Below the text is a photo of a couple embracing in front of a modern house. The post has 123 likes and 4 shares. The post title is "First-time home buyer down payment available" with a "Learn More" button.

LEARN MORE ABOUT HOW DPR WORKS WITH REALTORS AND MLSS: [DOWNPAYMENTRESOURCE.COM/MLS](https://downpaymentresource.com/mls)