

CommercialLeads.net

2015 - Broker Media Kit





CRE Market Conditions - 2015 Overview

The CRE Lending Market Has Improved Through The Last 2 Years . Lending Guidelines Have Loosened. LTV Averages Are Down, DCR Up, Delinquencies Decreasing. All good signs looking forward.

CURRENTLY (2/2015) - (source – mbaa.org)

- * Over 2.7 Trillion in Outstanding CRE Debt. More than 2.2 Trillion of that is due to mature in 2015 / 2016.
- * Median adjusted loan-to-value ratios remained at 59%.
- * Median debt service coverage ratios holding at 1.42,
- * Median estimated loan yields at 4.1 percent.
- * Originators Expect the CRE Lending Market to grow at a strong pace in 2015
- * Two thirds of Lenders Polled (68 percent) expect total CRE originations to increase 5 percent or more in 2015.
- * Nearly Three-quarters (72 percent) expect their own originations to increase by 5 percent or more in 2015

Traditional Advertising / Marketing efforts like pay per click ads, direct mail, email blasts and others may help with branding and creating some contact from potential borrowers but present a double edged sword.

CommercialLeads.net Makes Your Team More Competitive, Maximizing Opportunity by Giving You Access to Exclusive Commercial Mortgage Requests Referred by Other CRE Professionals and Filtered to Your Needs.

Bottom Line:

CommercialLeads.net Helps You Create Consistant Targeted Deal Flow at Competitive Rates



The CommercialLeads.net Environment

The Largest Commercial Network in The U.S.

For 15 years CommercialLeads.net has been The Number One Provider of Lead Generation, Advertising and Marketing Services to CRE Mortgage and Finance Professionals.

More than 93,000 Commercial Realtors, 42,000 Title Reps, Over 61,000 CPAs / Asset Managers along with 16 other segments Totaling **Over 412,000**

Members use our system to acquire and facilitate deals as well as find funding for Commercial Clients as needed.

Real Time Exposure To Your Target Audience:

Every CRE Loan Request is A **Referral** from one of our segment partners. It is then **verified** by our staff and made available to matching lenders / brokers in real time.

Real Time Filters Help You Avoid Deals You Don't Want or can't fund while allowing you to build your pipeline and referral network.

Strength & Stability

Founded in 2000 we have been serving the CRE finance industry for 15 years.

38 employees guided by an eight member management team with an average of 20+ years of commercial finance experience each means we know the CRE finance Industry and adapt quickly to changing conditions.

Our patent pending platform puts control in your hands where it belongs giving you full access to and control of your lead generation, advertising and marketing efforts 24/7

No Other Marketing Environment Comes Close to the Productivity, Efficiency and Cost Effectiveness of our Lender Lead Generation / Advertising Program.





Compare and Decide

Pay-per-click, Banner, Direct Mail and print ads can be an expensive proposition for the mere chance your ad will cause the reader to click / visit your site or call.

If they don't initiate contact you'll never know who viewed your ad or what loan scenario they needed help with. In addition **you're often faced with vetting deals from inquiries not matching your underwriting guidelines instead of focusing your time on targeted deals you can close..**

What Do You Really Get for your money with these types of Ads? Branding and some level of contact if the ad inspires the reader to make contact but not targeted deal flow you can control

This type of advertising has it's benefits but requires significant cost, lead time with no second chances if the ad doesn't pull.

Today's Market Changes in Seconds Not Weeks!

There's A Better Way

The CommercialLeads.net Difference:

Referral Based System - .All Leads Are Referred by members of our network and then phone verified.

Exclusive – Each lead is set to a default download of (1). If you see it no one else has taken it. If you take it, it's yours.

Filtered Deal Flow - Avoid wasted time and money on deals you can't fund by filtering as needed in advance.

Returnable – If you can't contact the borrower or if they sign elsewhere within the first 7 days.

Closed Deals Guarantee – If you don't close at least 2 deals when all leads are depleted from your account a full refund will issue upon request.

Deal Flow Made Easy

- A Total of 19 Segments Make up Our Network of Over 412,000 Members.
- These 6 Segments Represent The Primary Participants Referring Commercial Loan Requests
- Realtors, Title Reps, CPAs / Asset Managers Provide Steady Deal Flow for Brokers / Lenders
- “Referred” CRE Loan Requests Are Targeted to Your Filters, Phone Verified and Exclusive.

Our Symbiotic Marketing Strategy Creates The Most Productive Environment for Brokers to Develop Quality Deal Flow at Minimal Cost



Symbiotic Deal Flow Targeted to Your Filters in Real Time





How We Receive & Process Commercial Leads

The Most Efficient Way to Generate Deal Flow

1. When a Commercial Borrower Needs funds they contact someone in our network. That “Partner” logs in to his or her account. They Enter the loan details with the borrowers full contact info..
2. The “lead / referral” is then phone verified by one of our verification staff.
3. The borrower is told they’ll be receiving a call from a lender who matches their specific needs.
4. A “lead alert” email is sent to brokers / lenders matching the request. (sample on next screen)
5. You log in and click “Search Available Leads”. (see; view leads screen sample – 3 slides ahead)
6. You cherry pick the leads you want and download in one of 3 formats. Excel, CSV or HTML

Why pay for lukewarm leads from borrowers who happened upon your pay-per-click, direct mail or other ad When **You Can Invest In Filtered, Exclusive Commercial Mortgage Referrals You Speak to Who Need The Funds Now ?**

Filter Screen

Set Your Filters To
Target Deals You
Know You Can Close.
Change Filters Any
Time at No Cost

Licensed States

[Check All](#) / [Clear All](#)

- | | | | | |
|--|---|--|---|--|
| <input checked="" type="checkbox"/> Alabama | <input checked="" type="checkbox"/> Alaska | <input checked="" type="checkbox"/> Arizona | <input checked="" type="checkbox"/> Arkansas | <input checked="" type="checkbox"/> California |
| <input checked="" type="checkbox"/> Colorado | <input checked="" type="checkbox"/> Connecticut | <input checked="" type="checkbox"/> Delaware | <input checked="" type="checkbox"/> Florida | <input checked="" type="checkbox"/> Georgia |
| <input checked="" type="checkbox"/> Hawaii | <input checked="" type="checkbox"/> Idaho | <input checked="" type="checkbox"/> Illinois | <input checked="" type="checkbox"/> Indiana | <input checked="" type="checkbox"/> Iowa |
| <input checked="" type="checkbox"/> Kansas | <input checked="" type="checkbox"/> Kentucky | <input checked="" type="checkbox"/> Louisiana | <input checked="" type="checkbox"/> Maine | <input checked="" type="checkbox"/> Maryland |
| <input checked="" type="checkbox"/> Massachusetts | <input checked="" type="checkbox"/> Michigan | <input checked="" type="checkbox"/> Minnesota | <input checked="" type="checkbox"/> Mississippi | <input checked="" type="checkbox"/> Missouri |
| <input checked="" type="checkbox"/> Montana | <input checked="" type="checkbox"/> Nebraska | <input checked="" type="checkbox"/> Nevada | <input checked="" type="checkbox"/> New Hampshire | <input checked="" type="checkbox"/> New Jersey |
| <input checked="" type="checkbox"/> New Mexico | <input checked="" type="checkbox"/> New York | <input checked="" type="checkbox"/> North Carolina | <input checked="" type="checkbox"/> North Dakota | <input checked="" type="checkbox"/> Ohio |
| <input checked="" type="checkbox"/> Oklahoma | <input checked="" type="checkbox"/> Oregon | <input checked="" type="checkbox"/> Pennsylvania | <input checked="" type="checkbox"/> Rhode Island | <input checked="" type="checkbox"/> South Carolina |
| <input checked="" type="checkbox"/> South Dakota | <input checked="" type="checkbox"/> Tennessee | <input checked="" type="checkbox"/> Texas | <input checked="" type="checkbox"/> Utah | <input checked="" type="checkbox"/> Vermont |
| <input checked="" type="checkbox"/> Virginia | <input checked="" type="checkbox"/> Washington | <input checked="" type="checkbox"/> West Virginia | <input checked="" type="checkbox"/> Wisconsin | <input checked="" type="checkbox"/> Wyoming |
| <input checked="" type="checkbox"/> District of Columbia | | | | |

Commercial Loan Preferences

Credit Status:

- ☒ Excellent ☒ Good ☒ Fair ☒ Poor

Loan Type:

[Check All](#) / [Clear All](#)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Acquisition | <input checked="" type="checkbox"/> Asset Base |
| <input checked="" type="checkbox"/> Bridge | <input checked="" type="checkbox"/> Cash Flow |
| <input checked="" type="checkbox"/> Conduit | <input checked="" type="checkbox"/> Construction |
| <input checked="" type="checkbox"/> Credit Lease | <input checked="" type="checkbox"/> Credit Tenant |
| <input checked="" type="checkbox"/> Fixed Rate | <input checked="" type="checkbox"/> Floating Rate |
| <input checked="" type="checkbox"/> Forward Commitment | <input checked="" type="checkbox"/> Hard Money |
| <input checked="" type="checkbox"/> Interim | <input checked="" type="checkbox"/> Investment |
| <input checked="" type="checkbox"/> Mezzanine | <input checked="" type="checkbox"/> Permanent |
| <input checked="" type="checkbox"/> Refinance | <input checked="" type="checkbox"/> Securitization |
| <input checked="" type="checkbox"/> Short Term | <input checked="" type="checkbox"/> Syndicated Deals |
| <input checked="" type="checkbox"/> Union Built | <input checked="" type="checkbox"/> Variable Rate |
| <input checked="" type="checkbox"/> Other | <input checked="" type="checkbox"/> Modification |

Minimum Loan Amount: (\$)

500,000

Maximum Loan Amount: (\$)

20,000,000+

Maximum LTV:

100

Property Types:

[Check All](#) / [Clear All](#)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Apartment | <input checked="" type="checkbox"/> Automotive |
| <input checked="" type="checkbox"/> Hotel | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Investment | <input checked="" type="checkbox"/> Land |
| <input checked="" type="checkbox"/> New Construction | <input checked="" type="checkbox"/> Office |
| <input checked="" type="checkbox"/> Park | <input checked="" type="checkbox"/> Restaurant |
| <input checked="" type="checkbox"/> Retail | <input checked="" type="checkbox"/> Other |

Update

Cancel



Sample Lead Alert - Sent Via Email

When leads matching your filters are loaded our system sends you a “lead alert” notifying you there are new opportunities available. You click the link in this email, log into your account and cherry pick the deals you want.



Dear Broker,

Please Log in to your account Now as new leads have just been uploaded into the system that match your current preferences. To view these leads, login to your account at <http://www.commercialleads.net>.

* This email was automatically generated by our system. Please do not respond to this email. If you have any questions or concerns, please direct those inquiries to our Customer Care team by using our [Help Desk](#).

View Available Leads Screen

When you click “Search Available Leads” you see the screen below. You can sort ascending or descending by clicking the up or down arrows at the top of the first 5 columns. Choose the leads you want, click the “Get” button and then “checkout”. It’s That Simple!

Your Current Filters	
Licensed States:	AL AK AZ AR CA CO CT DE FL GA HI ID IL IN IA KS KY LA ME MD MA MI MN MS MO MT NE NV NH NJ NM NY NC ND OH OK OR PA RI SC SD TN TX UT VT VA WA WV WI WY DC
Loan Types:	Acquisition Asset Base Bridge Cash Flow Conduit Construction Credit Lease Credit Tenant Fixed Rate Floating Rate Forward Commitment Hard Money Interim Investment Mezzanine Permanent Refinance Securitization Short Term Syndicated Deals Union Built Variable Rate Other Modification
Credit Status:	Excellent Good Fair Poor
Min Loan Amount:	\$500,000
Max Loan Amount:	\$999,999,999
Max LTV:	100%
Property Type:	Apartment Automotive Hotel Industrial Investment Land New Construction Office Park Restaurant Retail Other

[Leave Store](#) | [View Cart](#) | [Checkout](#)

Current Balance: **9 Lead(s)** **1 Leads**

Navigation: Viewing 1 - 10 of 51 records. [[1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)]

Name	Loan Type ▲▼	State ▲▼	Loan Amount ▲▼	LTV ▲▼	Credit ▲▼	Property Type	Owner	Tenant	
Mary	Cash Flow	FL	\$1,500,000	21%	Excellent	Land	Yes	No	GET
C. Richard	Construction	MI	\$4,100,000	75%	Excellent	Apartment	No	Yes	GET
Darhan	Refinance	WA	\$2,800,000	100%	Excellent	Retail	No	Yes	GET
Patricia	Cash Flow	IL	\$800,000	62%	Excellent	Office	Yes	No	GET
Mike	Acquisition	CA	\$4,000,000	50%	Excellent	Office	No	No	GET
William	Construction	FL	\$2,500,000	77%	Excellent	Industrial	No	Yes	GET
Greg	Acquisition	UT	\$625,000	38%	Excellent	Automotive	No	Yes	GET
Allan	Construction	FL	\$1,900,000	76%	Excellent	Apartment	Yes	No	GET
Jennifer	Acquisition	MD	\$800,000	67%	Fair	Apartment	No	Yes	GET
Rodney	Modification	IL	\$1,244,000	71%	Excellent	Other	Yes	No	GET



Turn Your “Lead” Account Into A Powerful Marketing Bundle

4 AFFORDABLE PROGRAMS TO CHOOSE FROM:

Only CommercialLeads.net offers the ability to not only download exclusive referred commercial loan requests but to reach the largest commercial network in the U.S.

Level 1 or 2 Are Essentially Exclusive Lead Buys with The Cost Per Lead Dropping as You Go Up in Levels.

Level 3 or 4 of Our Broker / Lender Programs Provide The Lowest Cost Per Exclusive Lead Along with Exposing Your Listing to Half a Million Searches Monthly PLUS – Access to Our Property Owner Database and Outbound Marketing Capability.

Your Directory Listing Is Searchable by all other segments (particularly CRE Realtors, Title Reps, CPAs and Asset Managers). They find you when seeking funding for a client by doing a targeted search based on the specifics of the loan.

You Receive Inbound Calls and Emails from these other professionals or they give your info to their borrower clients who contact you directly.

Details on Next Few Screens



Level 1 - Building A Pipeline

- * **Exclusive** Referred Commercial Mortgage and or Modification / Distressed Leads
- * **Email** Sent by App to Each Downloaded Lead Notifying them Your Firm Will Be Contacting Them (On This Level The Notice Email Shows Your Company Name, Address and Phone Number)
- * **Returnable** for No Answer or if Borrower Signs Elsewhere
- * **Phone Verified** Prior to Being Loaded – If We Don't Speak to The Borrower, You'll Never See It
- * **Referred** - All CRE Loan Requests Are Referred by Realtors, Title Reps, Asset Managers etc..
- * **Custom Filters** - Target (states, Itv, In amount, Credit, Ln / Prop Type etc..) – Change Any Time
- * **Wholesale Lender Search** for Brokers Seeking Sources ie; Pension, Life, REIT, Hedge, Private Equity
(You Can Search For Funding Sources by Up to 10 Specifics of Any Loan Scenario)



Level 2 - Custom Marketing Tool Added

- * **Exclusive** Referred Commercial Mortgage and or Modification / Distressed Leads
- * **Custom Email Marketing Tool – Your Custom Message** to Each Downloaded Lead Notifying them Your Firm Will Be Contacting Them. Create in Any HTML Editor With Fonts and Links. Extremely Effective for Getting Your Electronic Foot in The Door Before You Call.
- * **Returnable** for No Answer or if Borrower Signs Elsewhere
- * **Phone Verified** Prior to Being Loaded – If We Don't Speak to The Borrower, You'll Never See It
- * **Referred** - All CRE Loan Requests Are Referred by Realtors, Title Reps, Asset Managers etc..
- * **Custom Filters** - Target (states, Itv, In amount, Credit, Ln / Prop Type etc..) – Change Any Time
- * **Wholesale Lender Search** – Find CRE Funding Sources - Pension, Life, REIT, Hedge, Private Equity (You Can Search For Funding Sources by Up to 10 Specifics of Any Loan Scenario)
- * **Closed Deals Guarantee** - 2 Done when leads Depleted or Money Back



Level 3 - Gaining Exposure

- * **Exclusive** Referred Commercial Mortgage and or Modification / Distressed Leads
- * **Custom Email Marketing Tool – Your Custom Message** to Each Downloaded Lead Notifying them Your Firm Will Be Contacting Them. Create in Any HTML Editor With Fonts and Links. Extremely Effective for Getting Your Electronic Foot in The Door Before You Call.
- * **Returnable** for No Answer or if Borrower Signs Elsewhere
- * **Phone Verified** Prior to Being Loaded – If We Don't Speak to The Borrower, You'll Never See It
- * **Referred** - All CRE Loan Requests Are Referred by Realtors, Title Reps, Asset Managers etc..
- * **Custom Filters** - Target (states, Itv, In amount, Credit, Ln / Prop Type etc..) – Change Any Time
- * **Wholesale Lender Search** – Find CRE Funding Sources - Pension, Life, REIT, Hedge, Private Equity (You Can Search For Funding Sources by Up to 10 Specifics of Any Loan Scenario)
- * **Closed Deals Guarantee** - 2 Done when leads Depleted or Money Back
- * **Your Directory Listing** - Searched 500,000x Month by CRE Realtors, Title Reps, Asset Managers etc..
- * **1,000 Downloads** From Property Owner Database – Sort / Target (In Addition to Your Exclusive Leads CRE Property Owners / Developers to Build New Relationships With)



Level 4 - Full Marketing Bundle

- * **Exclusive** Referred Commercial Mortgage and or Modification / Distressed Leads
- * **Custom Email Marketing Tool – Your Custom Message** to Each Downloaded Lead Notifying them Your Firm Will Be Contacting Them. Create in Any HTML Editor With Fonts and Links. Extremely Effective for Getting Your Electronic Foot in The Door Before You Call.
- * **Returnable** for No Answer or if Borrower Signs Elsewhere
- * **Phone Verified** Prior to Being Loaded – If We Don't Speak to The Borrower, You'll Never See It
- * **Referred** - All CRE Loan Requests Are Referred by Realtors, Title Reps, Asset Managers etc..
- * **Custom Filters** - Target (states, Itv, In amount, Credit, Ln / Prop Type etc..) – Change Any Time
- * **Wholesale Lender Search** – Find CRE Funding Sources - Pension, Life, REIT, Hedge, Private Equity (You Can Search For Funding Sources by Up to 10 Specifics of Any Loan Scenario)
- * **Closed Deals Guarantee** - 2 Done when leads Depleted or Money Back
- * **FULL DIRECTORY LISTING WITH BIO / LOGO / PROFILE** - In our proprietary directory with "Preferred Placement" placing your listing at the top when searched by CRE Realtors, Title Reps, Asset Managers, CPAs and others using the system to help CRE borrowers find funding.
- * **MONTHLY MARKETING PIECE** - Custom Marketing Piece Sent to Realtor, Title, CPA and Financial Advisor base designed by you and changeable at any time.
- * **PROPERTY OWNER DATABASE** - Download up to 2,000 from Our Property Owner Database



Google-esk Search Results With “*Preferred Placement*”

Commercial Lender Search Results

Your search criteria and results show below. You can click any listing to see the lender's professional profile page.

[New Search](#) | [Sign Out](#)

Your Chosen Search Criteria

Loan Amount:	\$1,000,000	Loan-to-Value:	90%
Loan Type:	Investment	Credit Status:	Good
Property Type:	Investment	Property State:	FL
Owner Occupied:	No	Tenant Occupied:	No

Results 1 - 3 of 3

Featured Listings

[Joe Tester - Acme Mortgage](#)

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

What are you waiting for? Click my ad! - [View Details](#)

[Terry Testperson - Go Happy Realty](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

This is my tagline! - [View Details](#)

[Fred Jones - Acme Mortgage](#)

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure...

Booyah! Let's do this deal! - [View Details](#)

[New Search](#) | [Sign Out](#)

Level 4 Clients Enjoy “***preferred-placement***” which places your Listing at The top of any search result generated by a CRE loan request matching your filters. Your Listing appears at the top in the blue shaded area.

When a network member searches for funding they see your listing with tag line and click to access your site.(see next screen for sample)

Don't Pay for Marketing / Lead Generation You Hope Works, Invest in Advertising You Know Will Work!

Level 3 & 4 - Your Directory Listing



Joe Tester
Acme Mortgage

What are you waiting for? Click my ad!

Contact Information



1234 Testing Street
Jacksonville, FL 32225
Main: (904) 555-1234
Alt: (904) 555-5675
Mobile: (904) 555-9798
Fax: (904) 555-9898
creditgr@yahoo.com

Loan Information

Credit Status Accepted:	Excellent Excellent Good Good Fair Fair Poor Poor
Max Loan-to-Value:	100%
Min Loan Amount:	\$100,000
Loan Types Offered:	Acquisition Acquisition Asset Base Asset Base Bridge Bridge Cash Flow Cash Flow Conduit Conduit Construction Construction Credit Lease Credit Lease
Property Types:	Automotive Industrial Investment Office Park Restaurant Retail
Owner Occupied:	Yes No
Tenant Occupied:	Yes No
Licensed States:	AL AL AK AK AZ AZ AR AR CA CA CO CO CT CT DE DE FL FL GA GA HI HI ID ID IL IL IN IN IA IA KS KS KY KY LA LA ME ME MD MD MA MA MI MI MN MN MS MS MO MO MT MT NE NE NV NV NH NH NJ NJ NM NM NY NY NC NC ND ND OH OH OK OK OR OR PA PA RI RI SC SC SD SD TN TN TX TX UT UT VT VT VA VA WA WA WV WV WI WI WY WY DC DC

Lender Bio & Offers

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Your Directory Listing tells other network members all They need to know about your firm, it's capabilities and the types of loans you are able to fund.

It provides up to **750 characters** for your Bio / Offers section with Your URL Clickable allowing the viewer to open your Site in a separate window.

You Can Change Anything about your listing Anytime and Those Changes Will Be Published Instantly. No 6 – 10 week lead time here like in print advertising.



Marketing Tools & Benefits

Marketing Tools:

Directory Listing – 750 characters for Text, Logo, Image, Loan Preference Filters, Contact Info, Website Link

Custom Email Marketing – Email Sent to Borrower Upon Download. (L2,3,4) Customizable, Changable

Statistical Reporting – Ad Impressions, Clicks and Deal Flow Generated.

Preferred Placement – Your Listing at The Top of Our Search Results when a matching search is done.

Branding Tools – Banner Ad Placement on site and auto emails to system users.

Monthly Marketing Piece – Level 3 & 4 Clients Can Send a Custom Marketing Piece Each Month to The Entire Network to Generate More Relationships and Referrals.

Program Benefits:

- **Filtered Deal Flow** Delivered in Real Time.
- **Exposure to Over 400,000** Industry Partners via Proprietary Search.
- **Control Your Marketing Message** - Change Anytime and Publish Instantly.

Some of The Company We Keep



GE Capital



CARLYLE
GROUP

CREDIT SUISSE

CBRE Realty Finance

Deutsche Bank



Prudential Mortgage Capital

BERKADIA™
Commercial Mortgage

WELLS
FARGO

W
WINSTON
HOTELS INC.

ColonyCapital

STAR FINANCIAL

JPMorganChase



Getting Started

Who To Contact:

Sales & Business Development

clmarketing@commercialleads.net

Tel: 888.677.1451

CommercialLeads.net llc

3948 Third Street South

Jacksonville Beach, FL 32250

Fax: 800.446.7380

Web: <http://www.commercialleads.net>