

Lead Generation Guide

Existing Customers

It's always worth looking at your existing client base as a starting point. If you have a number of customers who are 55 or over, retired or approaching retirement, they may well be interested in the benefits which a lifetime mortgage could provide.

As part of your discussions with them about their financial planning, whether ad hoc or as part of their annual review, it might be appropriate to talk about the need for extra funds during retirement and the option of taking a lifetime mortgage as a way of fulfilling their requirements.

[Existing client introductory letter and email templates](#)

Customer Referrals

The best form of marketing is word of mouth from satisfied clients, and referrals from your client base can be a great way of generating leads from friends or family with specific retirement needs. It's fine to ask your customers for referrals but it's important to create the right environment by providing a high quality of service and being professional when asking for referrals.

If you choose to do it during the advice process you can position it near the beginning of your conversation, mentioning that if they are happy with your service they might consider recommending you to friends or family who might benefit from a similar service. You can then refer back to this discussion at the end of the advice process, asking for feedback on your service and, if they are happy, would they consider recommending you to others.

Alternatively you might want to wait until after the initial advice process and make the request as part of a follow-up meeting or phone call.

Third Party Relationships

Working together with other professionals such as local accountants, solicitors and estate agents can also be a worthwhile pursuit. Mutual promotion of each other's businesses can work well for all parties involved, and the cost of shared promotional events or marketing materials can also be split between you.

To network with other professionals and find like-minded businesses, you can join your local chamber of commerce, which will also grant you access to an up to date members' directory and give you a ready-made contact list for potential partners or introducers.

Recruiting Professional Introducers

Approaching financial advisers who do not advise specifically on equity release is another way of finding new clients. While they cannot advise themselves on lifetime mortgages, they are still able to help their interested clients by passing on your details as someone who is able to assist.

These are often quality leads as you will have been recommended by the client's financial adviser with whom they have a trusting relationship, and on most occasions you will not be in competition with anyone else. The downside is that you will need to provide a form of finder's fee, whether this be a set amount or a percentage of the value of the business, but the reliability and warmth of these leads is more often than not worth the small sacrifice.

[Introducer recruitment letter and email templates](#)

Advertising

The choices here are endless and you can pick and choose which options suit your business and your budget best. Advertising can be in the form of direct mail, email marketing, website promotions, press advertising, exhibiting at events, shop-front posters, flyers and other printed materials, and social media posts.

See our [Advertising Guide](#) for more details. Examples of various templates and ideas are included within our toolkit for you to use and adapt to suit your needs.

Purchasing Leads Data

If the above approaches aren't working for you, there is also the option of purchasing data from lead generation companies, which is a more costly approach but has the advantage of being well researched, accurate and up to date at the time of purchase.

To find a mailing bureau you can have a look in your local business directory or research through a website search engine. Prices are generally quoted on the basis of cost per a thousand (CTP) and can vary from £10 to £300 CTP dependent on the quality and relevance of the data to your needs - the greater the match to your specific requirements the greater the cost will be.

It's always worth checking the marketing permissions on the data you are purchasing, to ensure that those included can be contacted for your purposes. Be specific about the data you are asking for, ensuring it matches the type of customer you are looking for, and it's always a good idea to start by purchasing just a small sample of data - 1,000 to 5,000 contacts - rather than the whole list. You can then use the small sample to test it and see what response you get, before investing in a fuller list of potential clients.

[Prospect client introductory letter and email templates](#)