



VIEW
no leads

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Frequently Asked Questions

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Plaintiff's Exhibit 4

Q. How does LeadCherryPicker generate mortgage leads?

A. LeadCherryPicker generates mortgage leads through a vast network of in-house and affiliate websites. These sites and members use various techniques to generate leads such as online marketing, search engine optimization, paid search inclusion, direct mail, and much more. LeadCherryPicker has NO telemarketed leads and guarantees that each lead is generated by a person filling out a form on one of our network sites.

Q. How many mortgage leads do you receive daily?

A. We receive hundreds and even thousands of leads daily. Our leads only come from verified affiliate websites and our own large network of lead generation websites. We strive to always have a consistent flow of leads to fulfill your business needs, but we have slow days. Set up your WishList and Alerts to be notified when a lead fitting your criteria arrives. Also check back periodically if we don't have many leads in our system, as that may change tomorrow.

Q. How much do your mortgage leads cost?

A. Our mortgage lead price is based off of the mortgage leads age, times sold, loan type and overall regional demand. After signing up for an account you will be able to view pricing on our leads. After purchasing leads, this amount will be deducted from your account credit. Leads start at \$6.00.

Q. How do you filter your leads?

A. All of our leads are state specific and you can filter your leads to meet your criteria. Under the WishList settings in "My Account" you can create and modify your filters to only show leads that are applicable to your licensing or preferred requirements. These filters will determine the leads that show in your WishList view and how you receive alerts. You may modify your filters at anytime and you can cherrypick your leads from our online database.

Q. How do I receive my mortgage lead orders?

A. You will have to sign up on our system and add leads to your cart to receive leads. Leads are delivered upon checkout in Microsoft Word (RTF), Microsoft Excel (CSV), or plain text (E-mail) format. To see leads that fit your criteria, you can set up your WishList and Alerts to receive real-time or daily digest

messages to alert you when a lead matching your criteria has arrived. Stay one step ahead of your competition by following up with these customers before they get a chance.

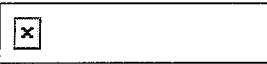
Q. What if I receive a bogus mortgage lead?

- A. Bogus leads are any leads that are unworkable because of fraudulent or false information. If you receive a lead you believe to be bogus please log-in to your account and under "My Account" click on "Return Leads" and report the lead. We will research the bogus lead report and credit your account within 1-2 business days. If a lead is bogus you will be credited for the lead. If our generous return policy is abused, your account may be cancelled and banned from our system.

Q. Are your leads exclusive?

- A. Our leads are semi-exclusive and are sold up to 3 other lenders. Some leads don't sell the maximum number of times or sell at all. This is called semi-exclusive because some leads you get will be exclusive and other times sold to another lender.

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