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Marketing for Mortgage Brokers: A How-To on Trackable Direct Response Marketing Systems

Scott Tucker

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Turned out on his ear by his friend & broker just 1 week before Christmas, with no marketing, no leads, no referral base, and seemingly no chance of making a living of any kind in the mortgage business, things looked bleak for Scott Tucker.

But fast forward just 87 days, and his newly-created, from-scratch, secret direct response Mortgage Marketing System turned his $5,000 credit card investment in his first mailing into $75,000.00 in fees, over the next 57 days.

And as it turned-out, it was no fluke! Within just 18 months more, Scott Tucker went from working from his makeshift kitchen ""office,"" in his 1-bedroom Chicago condo, to a brokerage of his own, and taking it from $442,356.77 in annual fees, working full-time & by himself, to adding 1 part-time assistant, cutting his own hours to part-time, and raking-in $731,019.95 in annual fee income!

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