

Your email signature gives you a prime opportunity to optimize for lead conversion.

Simply adding a link with a strong call-to-action that takes email recipients to a landing page can help bring in additional leads and loans.

Keep in mind: “Apply Now” with a link to a 1003 application is not a good call-to-action or lead generation strategy.

Your emails are getting viewed by thousands of people per year, and often forwarded between Realtors, borrowers and their family members, appraisers, title reps, escrow agents, and other professionals involved in the transaction.

Use your email signature as a tool to grow your leads and referrals, not just a listing for your phone number and business address.

Optimizing your email signature is a simple, one-time fix. It only takes a few minutes to setup, it’s free, and it can help you pull in some extra loans.

And remember: it’s all about branding YOU.

You want your email signature to look something like one of these options, with the CTA button driving people directly to your Pre-Approval Funnel --

Signature Preview



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[Click Here to Get Pre-Approved Now!](#)

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A tool to help automatically generate signatures just like those can be found here --

<https://www.hubspot.com/email-signature-generator>

If you have questions, reach out to our support team:

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