



# Boost your business at this week's Expo

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**T**he Mortgage Business Expo this week will be a good barometer of sentiment in the market.

Last year saw a marked shift in the intentions of attendees and while there were fewer people at the event, those attending were keen to find ways to improve their business.

We've always found that the Expo is a good way to do some serious networking and we will have a couple of launches this year.

First is telephone-qualified leads with higher conversion rates because we've already phoned consumers for you, verified their details and gathered information to help you turn leads into business.

We'll also be introducing technology to verify the phone numbers of leads before they are

sent to brokers so you always receive leads with contactable numbers.

Expo seminars are a good way to learn something new, have your say and question those making the decisions, be it the Financial Services Authority, the Association of Mortgage Intermediaries or even me in my 'Effective lead generation and how to mine those nuggets' seminar in the AMI Theatre.

The advisers who visited us last year embraced the Expo as a chance to ask us what we were doing and tell us what was and wasn't working for them. Some of the conversations we had influenced our launches this year.

So I look forward to seeing you on stand AA3 next to the Intermediary Mortgage Lenders Association Theatre.