

Senior Freedom Inc.

Conference Call Sept. 29, 2015 at 10am

Call in number 712-832-8310 Code 122150

- 1) New Sales Model
 - a) Patience & Persistence
 - b) Building two pipelines
 - i) Active loans
 - ii) Pipeline of potential clients with expressed interest in a RM

- 2) Strategy of building a group of financial planners
 - a) Find one financial planner with whom you can build trust
 - b) Ask that financial planner to introduce you to other financial planners
 - c) Continue this process with these financial planners

- 3) Alternative lead sources
 - a) Home health care and in-home senior assisted living services
 - b) Working your prior client's neighborhoods with targeted flyers / door hangers
 - c) Senior recreation centers
 - d) Social media
 - e) Realtors – Group presentations at Real Estate Company Office
 - f) Providing compensation for leads through a lead exchange program

- 4) Training topics from past conference calls available on the website at srfreedom.com/training.html