

# WELCOME TO LionDesk®



# OUR MISSION

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**We believe businesses are  
built on RELATIONSHIPS.**

**At LionDesk  
we help professionals turn  
contacts into lifelong  
CLIENTS.**

# OUR VALUES

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**We Play Well With Others**

**We Embrace Innovation**

**We Support Beyond Expectations**

**We Lead & Serve With Integrity**

**We Are Courageous. We Are Professional. We Have Fun!**



#LIONDESK

“You don’t have a  
lead gen problem.  
You have a lead  
follow-up  
problem.”

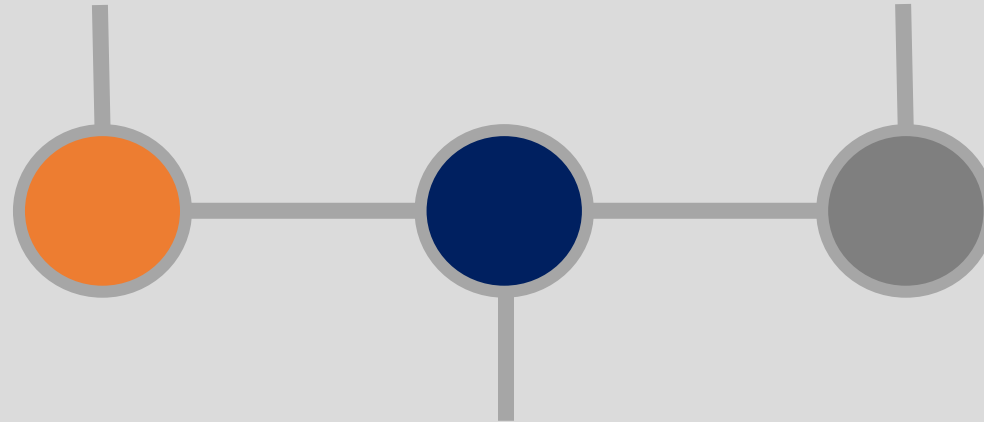


# ABOUT US

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CRM platform of choice for  
over 165k real estate,  
mortgage, and small  
business professionals

Leads the way in  
innovation with features  
like video, texting,  
advertising and AI

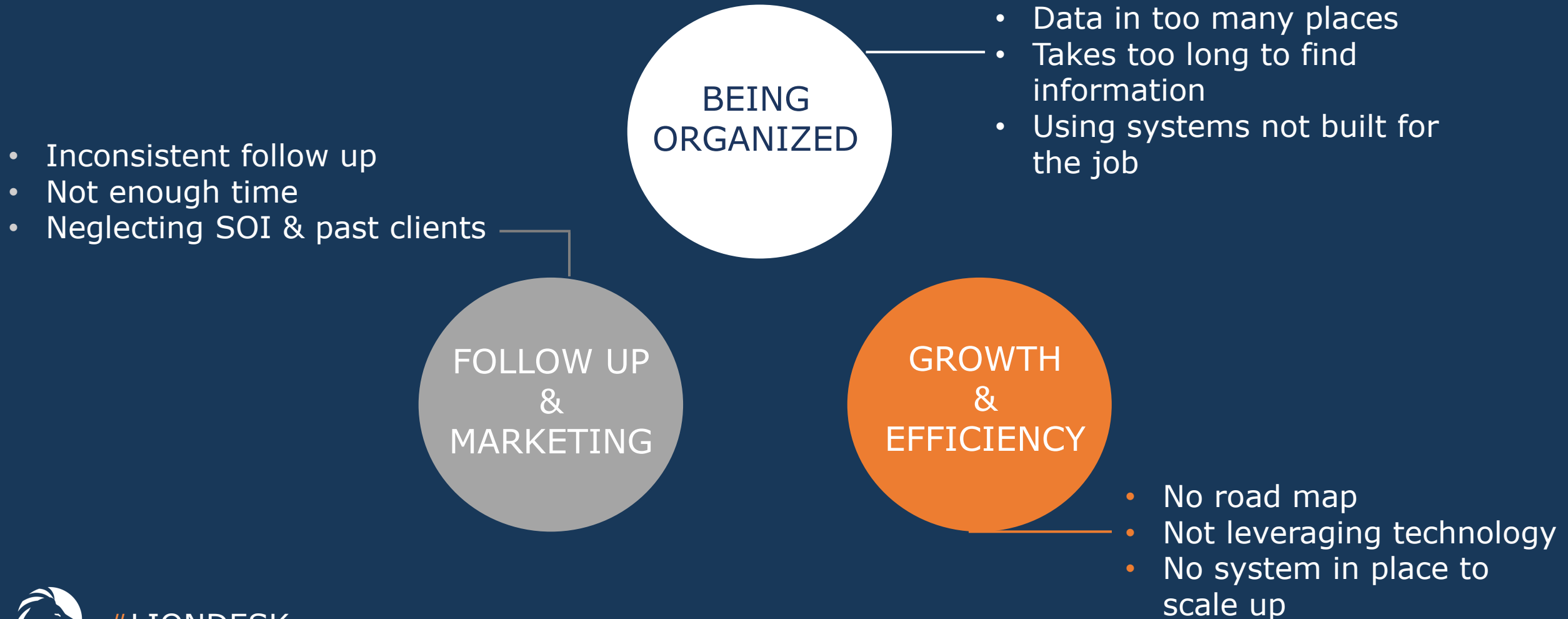


Known for ease of use,  
affordability, flexibility and  
feature-rich



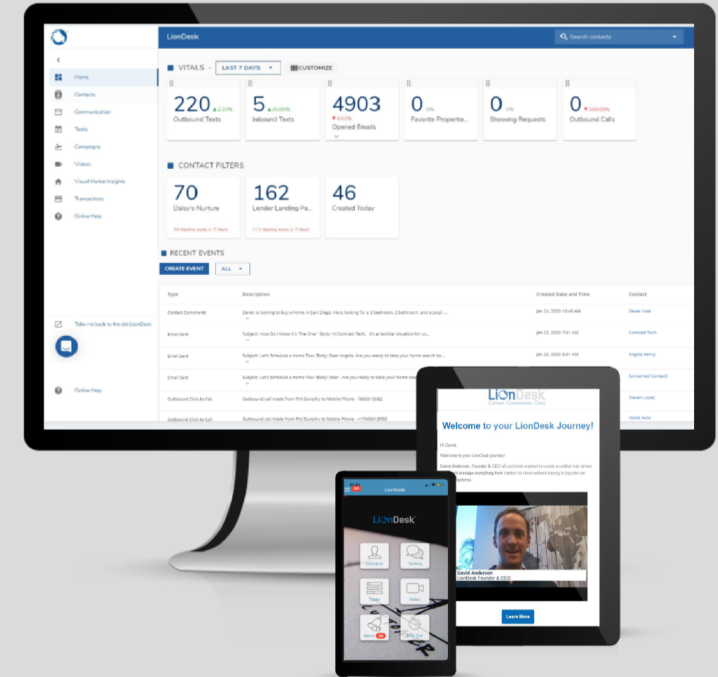
#LIONDESK

# PROBLEMS



# OUR GOAL FOR YOU

- Make follow up easy
- Eliminate wasted time
- Increase conversions
- Increase sales



#LIONDESK

# WHY LIONDESK?

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## EASE OF USE

- Set up and start from day one
- Easy upload of contacts, tags and custom contact fields
- 100s of shared email campaigns to choose

## FEATURE RICH

- Most feature rich CRM on the market for the cost
- Ability to integrate with 100s of your business tools
- Texting! Video! Artificial Intelligence Lead Qualifying!

## CUSTOMIZABLE

- Customizable dashboard to meet your individual needs
- Multiple Transaction Pipelines and Plans
- All contacts and tools in one platform

## AFFORDABLE

- Plans start at only \$25/month
- Only pay for what you need
- Exclusive discounts inside LionDesk Marketplace





# FEATURES

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**Contact Mgt.**

**Drip Campaigns**

**Video Email**

**Team Mgt.**

**Bulk Email/Text**

**Video Texting**

**Lead Distribution**

**Transaction Mgt.**

**Mobile App**



“Do Something  
Today That  
Your Future  
Self Will Thank  
You For.”



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# DOES YOUR CRM DO THIS?

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# TEXTING

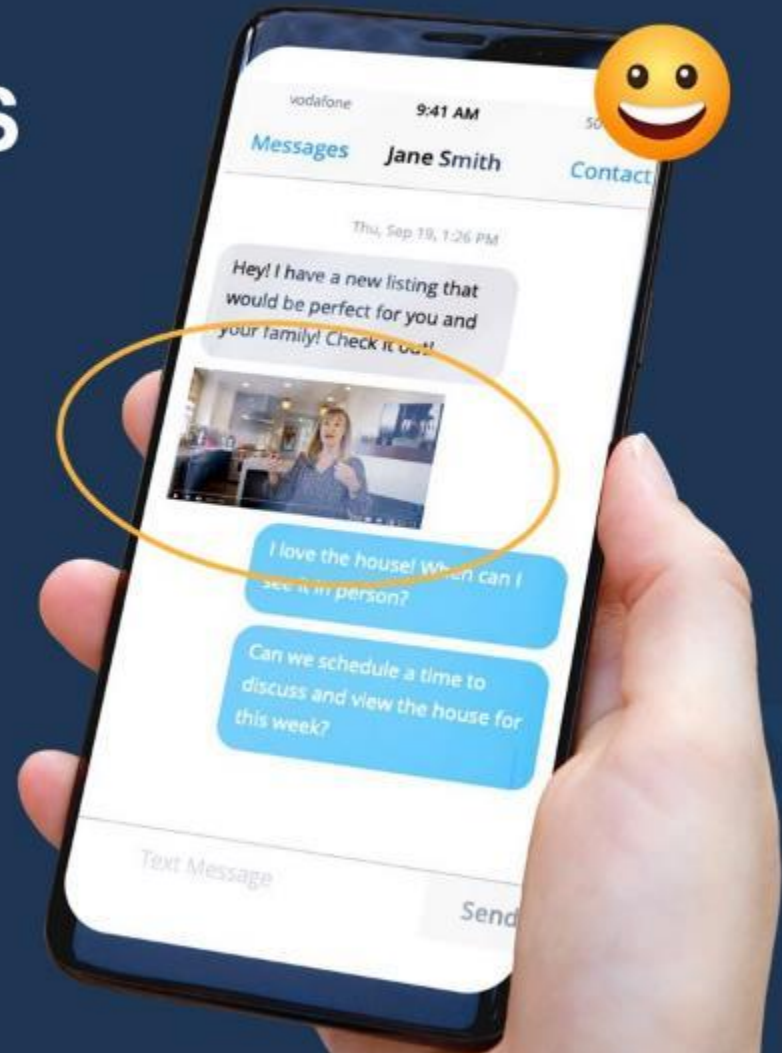


# LionDesk® Text Messages

TEXT MESSAGES  
HAVE A **98%**  
OPEN RATE  
VS



WITHOUT LIONDESK



WITH LionDesk®

# TEXTING

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**HIGHEST** OPEN RATE

98%

**HIGHEST** RESPONSE

94%

**MASS SENDS**

Send **personalized** texts  
to an individual or to  
an entire **audience**  
**segment**



#LIONDESK





# MATT LEWIS

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"I sent 1 text to  
1,800 people and  
got 300 responses  
and 9 appointments"

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## **LOAN OFFICER**

- 1 Text
- 1,800 People
- 300 Responses
- 9 Appointments

# TEXT EXAMPLES

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- Direct Message

- Hi {{firstname}} - With interest rates nearing all time lows you might be wondering if now is a good time to refinance. Call/message me for a quick mortgage analysis.  
[Your Name]

- Motivational Quotes

- Hi {{firstname}} – A little Friday inspiration for you, "We generate fears while we sit. We overcome them by action." Your friend and agent, [Your Name]

- Holiday Messages

- Hi {{firstname}} - A very Happy "Holiday"! This occasion made me reflect on [xyz], so I wanted to share with you a memory or two on this short video:  
<https://bit.ly/2VsOEKq> Your friend and agent, [Your Name] 😊
- Hi {{firstname}} - I've learned that if you work harder, apply more energy, and more consistency, you get a better result! It comes from the work. Happy Labor day!!! Your friend and lender, [Your Name]



A Sony camera is mounted on a gimbal, which is being held by a person whose hands and arms are visible. The background is a blurred outdoor scene. The entire image has a dark blue overlay.

**DOES YOUR CRM  
DO THIS?**





# VIDEO



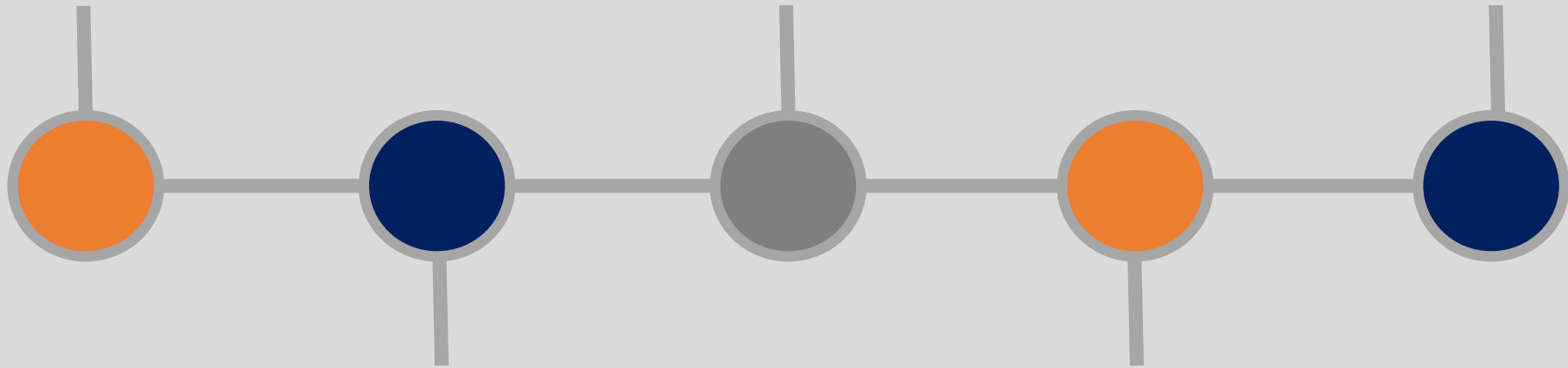
# VIDEO

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90% of content  
consumed will be video  
in 2020

Video is the quickest  
way to build trust

Be a thought leader  
and trusted advisor



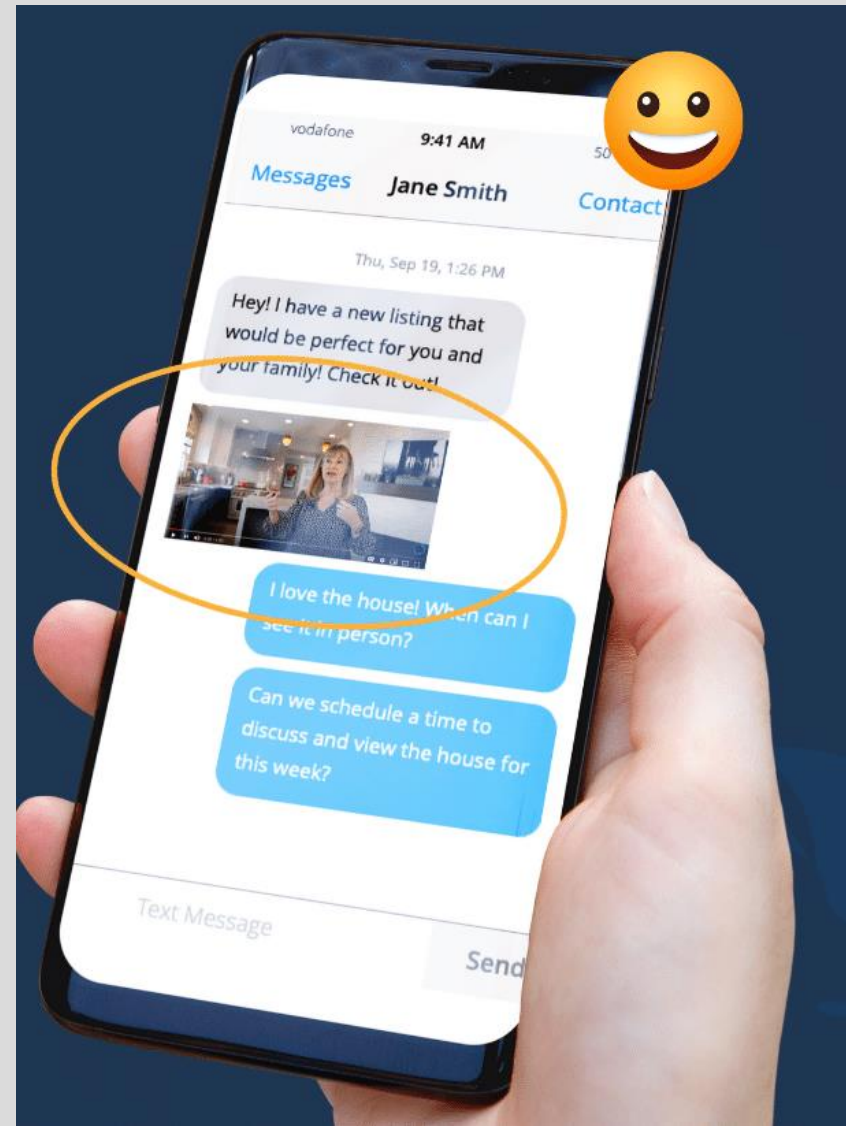
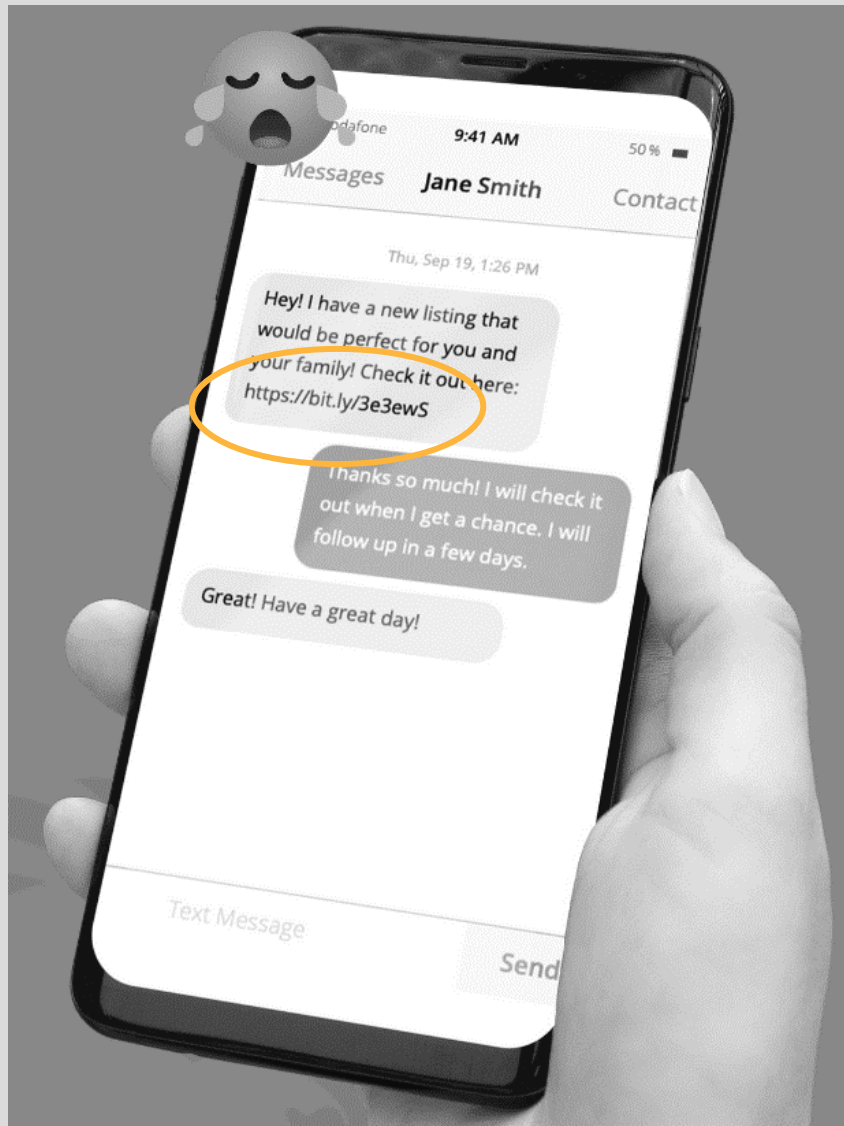
Separates you from  
other's faceless  
communication

Use to direct to viewer  
to your email



#LIONDESK

# VIDEO







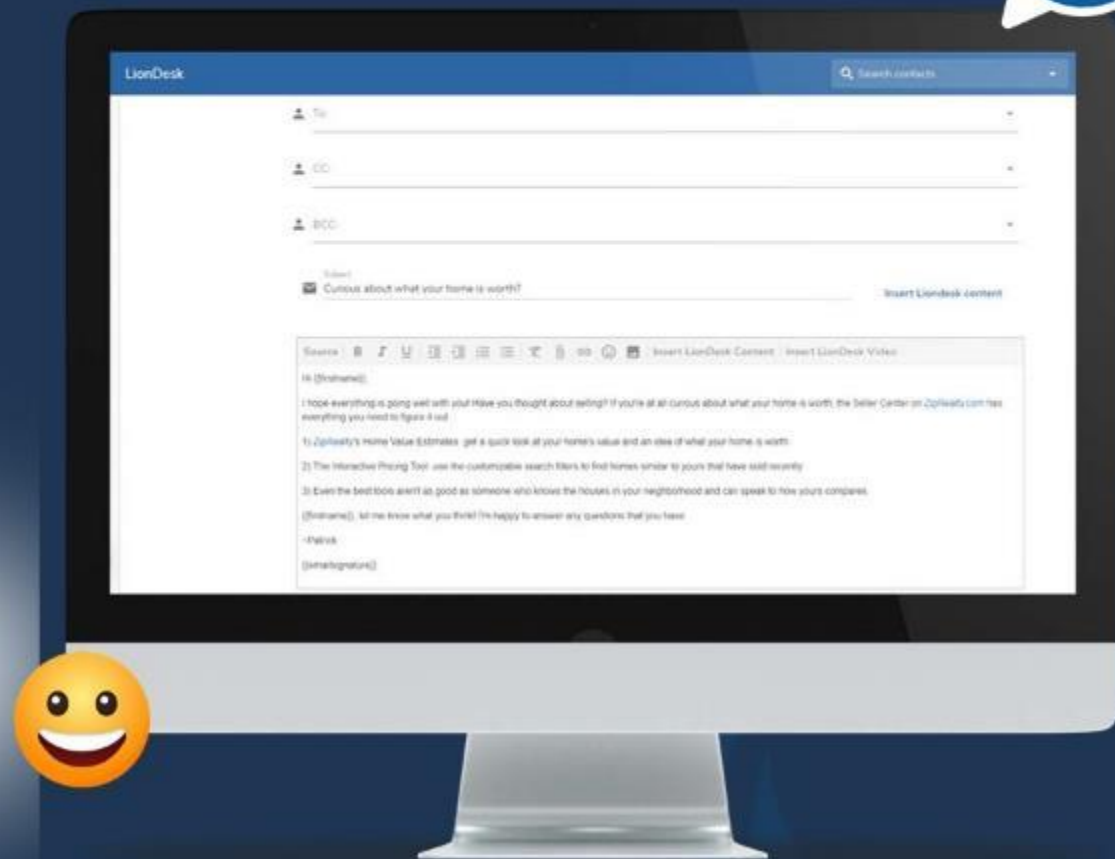


# LionDesk® Email Templates

WITHOUT LIONDESK

VS

WITH LionDesk®



# INTEGRATED CAMPAIGNS

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# SHARED RESOURCES

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**Online Leads**

**Past Clients**

**Cold Leads**

**Holidays**

**Anniversaries**

**Facebook Leads**

**Open Houses**

**Events**

**Active Clients**



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# DOES YOUR CRM DO THIS?

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# AI FOLLOW UP

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# AUTOMATIC LEAD FOLLOW UP

Gabby, your AI-powered ISA, has real conversations with leads via text

All information gathered is automatically added to contact record inside CRM

Gabby follows up long after most people stop – up to 12 months for unresponsive leads

You can jump into the conversation whenever you want



# LionDesk® Lead Assist

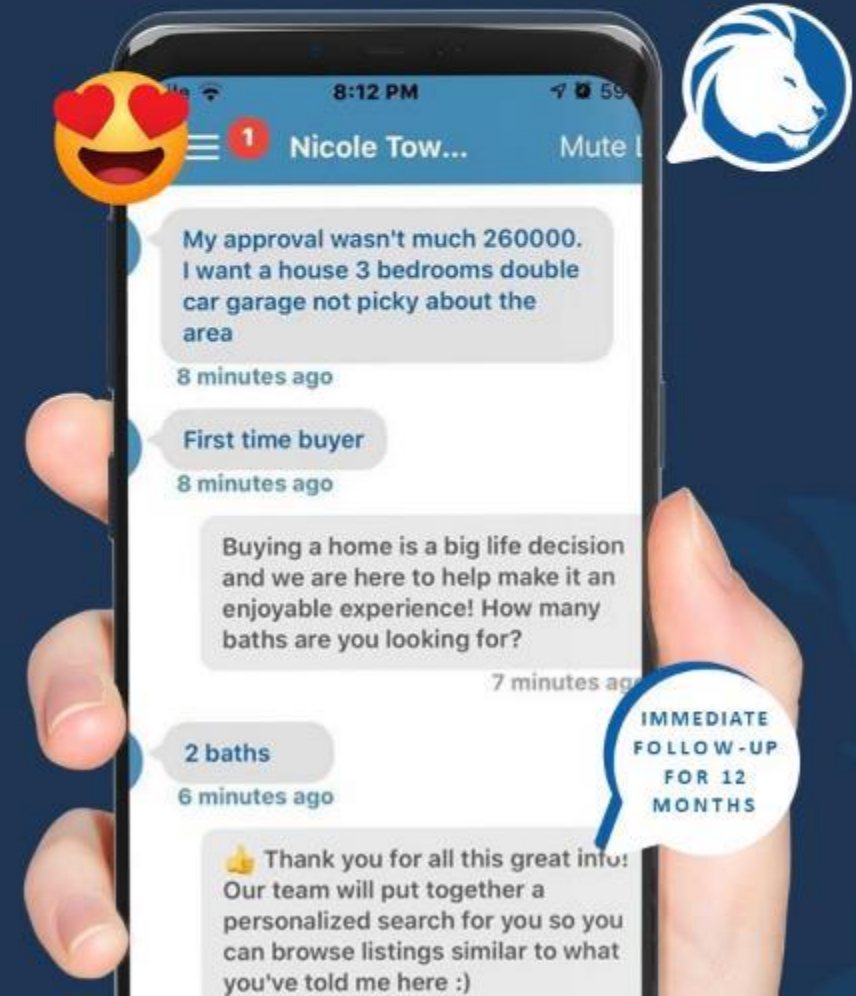
AI LEAD NURTURING

WITHOUT LIONDESK



VS

WITH LionDesk®



# Let Gabby Follow Up

Hi Susan! Thanks for your message on our website. I'm Gabby with Platinum Realty. How can we help? Are you looking to buy or rent a home soon or just sell?

I'm a first time buyer. My approval wasn't much \$260,000. I want a house 3 bedrooms, double car garage, not picky about the area.

Buying a home is a big life decision and we are here to help make it an enjoyable experience. How many baths are you looking for?

2 baths

Thank you for all this great info! Our team will put together a personalized search for you so you can browse listings similar to what you've told me here 😊

- She never calls in sick
- She's always available
- She knows exactly what to say
- She completes the contact profile automatically

# LEAD ASSIST

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I'd love to get a little more information from you if possible. Have you been pre-qualified for a loan or would you be looking at a cash payment?

Working on getting preapproved through a **VA loan** right now. We have a contact already. I am lighting a fire under my finance to get everything going

Well I'll help you get set up with my lender who can help answer your financing questions if you'd like. We sincerely appreciate it and **we're thankful to be able to help veterans** in any way we can! Do you currently own your own home, and if so, do you need to sell before you buy?



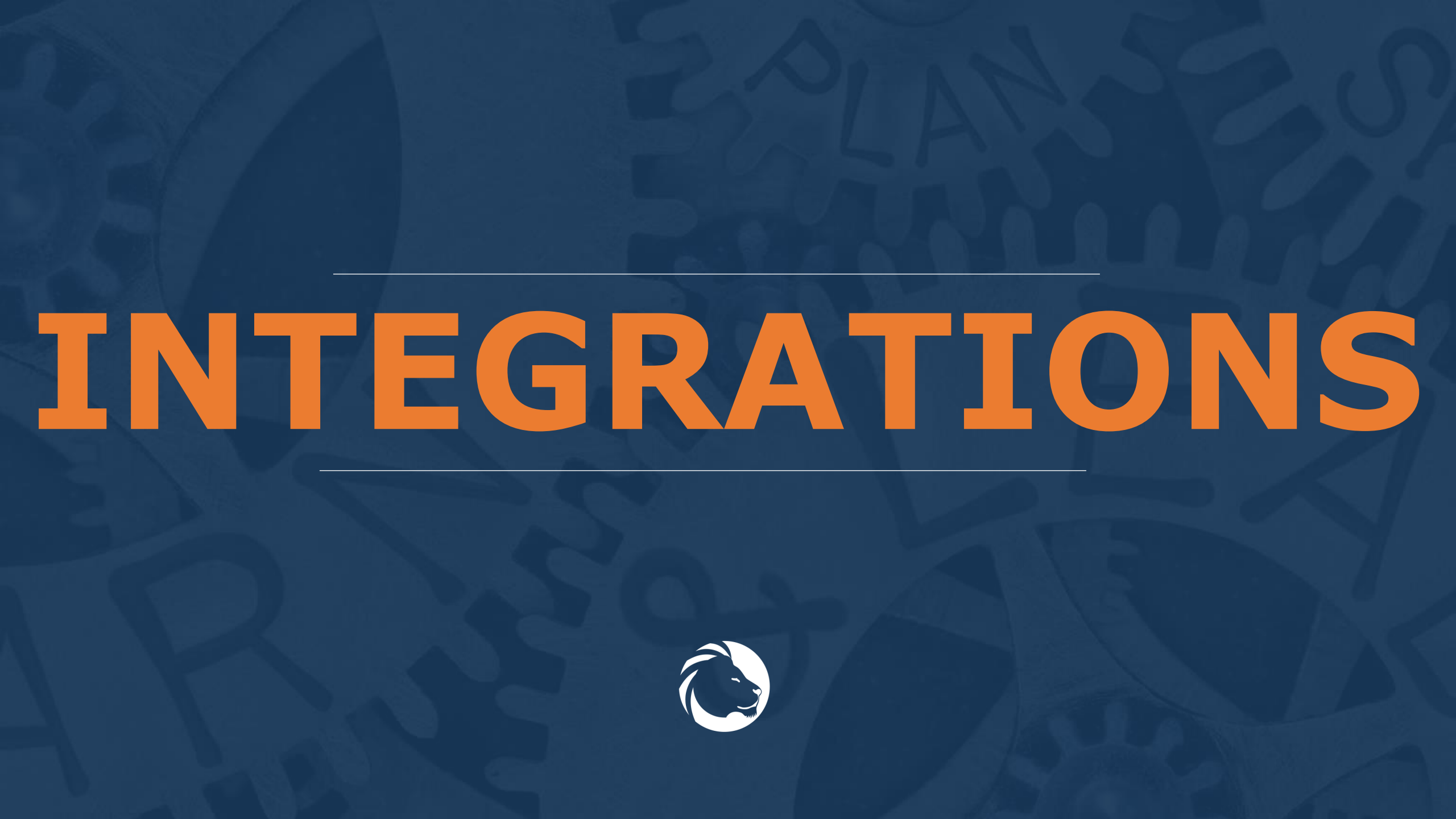
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# DOES YOUR CRM DO THIS?

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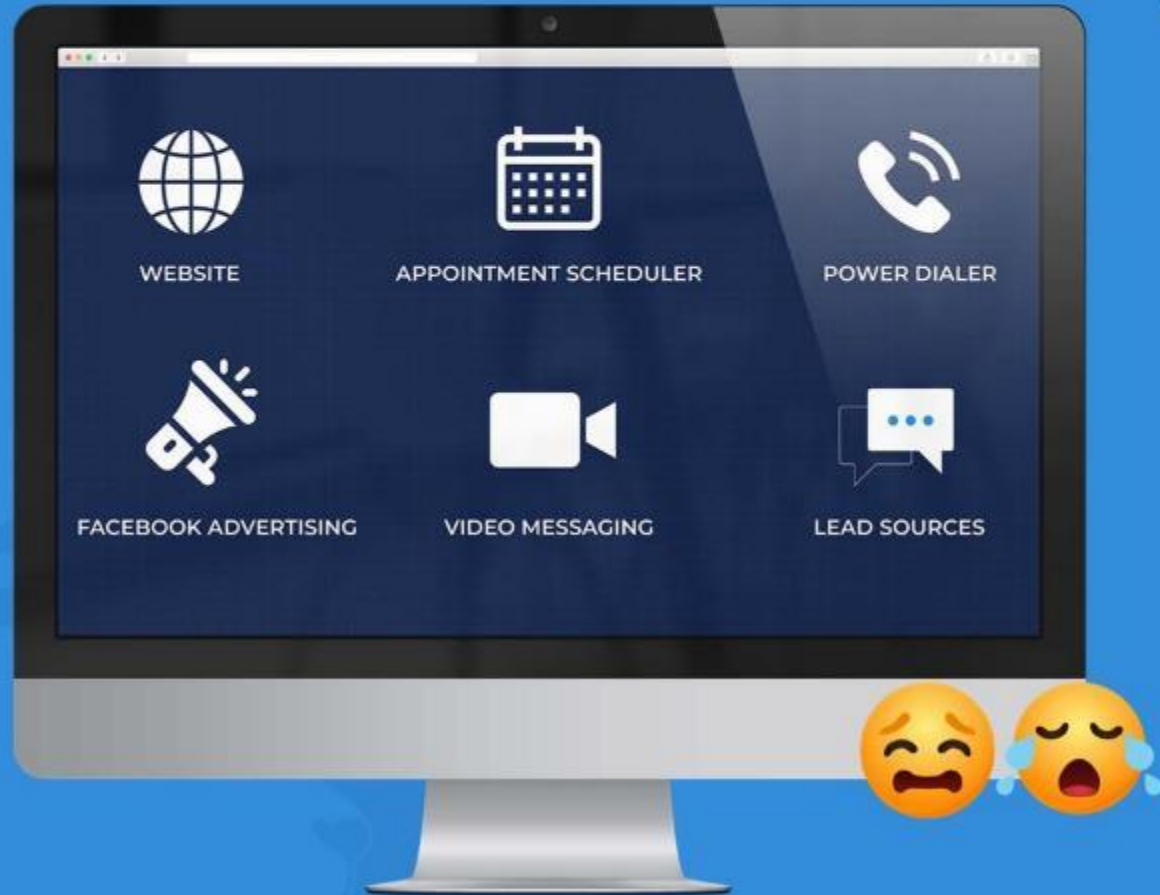
# INTEGRATIONS

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# LionDesk® Integrations

WITHOUT LIONDESK

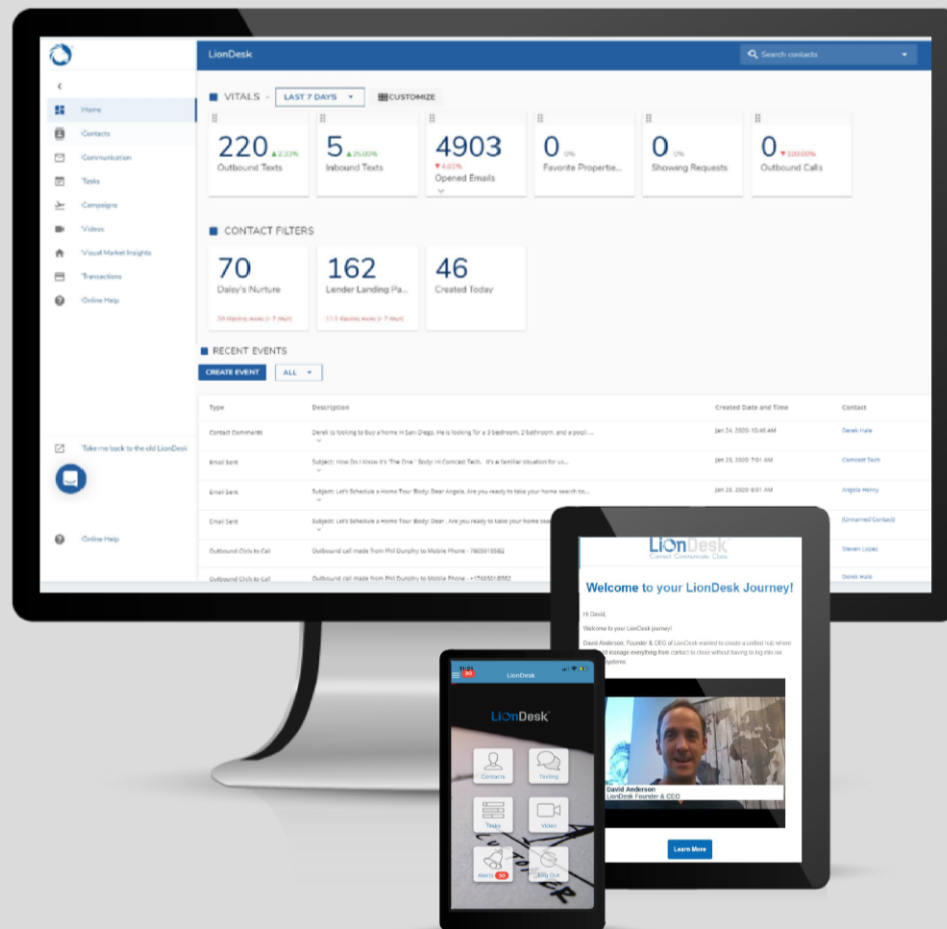


VS

WITH LionDesk®



# DO YOU HAVE A CRM?



**LIONDESK.COM/SDMLS**

**LionDesk<sup>®</sup>**