



# STEVEN J. SLESS

**Reverse Mortgage Division Manager**  
Primary Residential Mortgage, Inc.

- Mortgage Industry Veteran of 16 years
- Extensive track record of consumer direct marketing success
- Creator and presenter of the Retirement on Your Terms, Straight Talk, Real Solutions Seminar Series
- Go-to Reverse Expert for various media outlets

**His career has been defined by a commitment to personal and professional growth and he's always happy to guide others in their personal journey.**

*Steven J. Sless*

Expect More With Sless™



**PRMI**

Primary Residential  
Mortgage, Inc.

# BECOME THE **WINNING** CHOICE

HOW TO CAPTIVATE, CULTIVATE & CONVERT

*Steven J. Sless*

Expect More With Sless™



**PRMI**

Primary Residential  
Mortgage, Inc.

# WINNING



*Steven J. Sless*  
Expect More With Sless™

PRMI | Primary Residential Mortgage, Inc.

# WINNING



*Steven J. Sless*  
Expect More With Sless™

THE DIFFERENCE  
BETWEEN WINNING  
AND LOSING IS  
PRACTICALLY  
ZERO



*Steven J. Sless*  
Expect More With Sless™

PRMI Primary Residential Mortgage, Inc.

# WINNERS HAVE A VITAL EDGE

**CAPTIVATE**

**CULTIVATE**

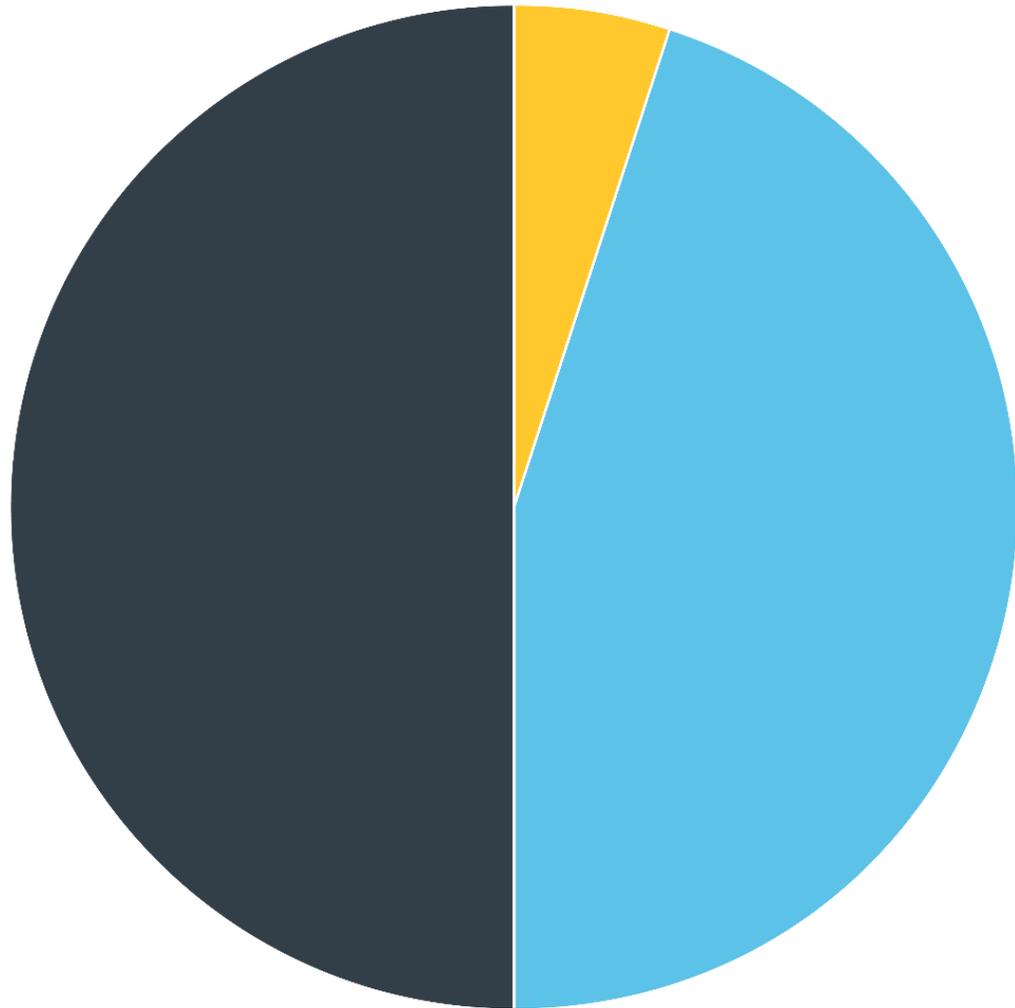
**CONVERT**

*Steven J. Sless*

Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

# WHY MOST MARKETING EFFORTS DON'T SEEM TO WORK



- 5% Ready to Buy Now
- 45% Ready to Buy in the Next 6-18 Months
- 50% Will Never Buy

*Steven J. Sless*  
Expect More With Sless™



# HOW DO WE MARKET?

**Boring “Nurture  
Campaigns” Don’t Work**

*Steven J. Sless*  
Expect More With Sless™

PRMI Primary Residential  
Marketing, Inc.

# INTENT-BASED MARKETING. YOUR **PERSONAL** BRAND.

1

Provides value to the customer upfront

2

Builds rapport, trust and likability

3

Directs the message to what the customer wants and how you can help them

4

Demonstrates that you are the one who can help them when they are ready to act

*Steven J. Sless*

Expect More With Sless™

PRMI Private Residential Marketing Institute

# INTENT-BASED MARKETING. YOUR **PERSONAL** BRAND.

## THE POWER OF YOUR PERSONAL BRAND

WHO ARE  
YOU?

WHAT DO YOU  
DO?

WHY IS IT  
IMPORTANT?

*Steven J. Sless*  
Expect More With Sless™

PRMI Primary Residential Mortgage, Inc.

# CAPTIVATE

*Steven J. Sless*  
Expect More With Sless™

 PRMI | Primary Residential Mortgage, Inc.

# THINGS ARE CHANGING



*Steven J. Sless*  
Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

**Learn to**

**EMBRACE**

**THE CHANGE**

**and you will have the winning edge.**

*Steven J. Sless*

Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

**VIDEO, VIDEO, VIDEO**



*Steven J. Sless*

Expect More With Sless™

PRMI Primary Residential Mortgage, Inc.

# ALWAYS CAPTION YOUR VIDEO

Only 12% of  
video viewers  
use sound

36 million  
Americans  
suffer from  
hearing loss

There are  
massive SEO  
benefits to  
captioned video

*Steven J. Sless*

Expect More With Sless™

PRMI Primary Residential Mortgage, Inc.

# OTHER TECHNOLOGIES TO CULTIVATE



Zapier



Chat bots



CRM workflows



Ringless Voicemail



Facebook Messenger



Scheduling apps (Acuity,  
Calendly, etc.)

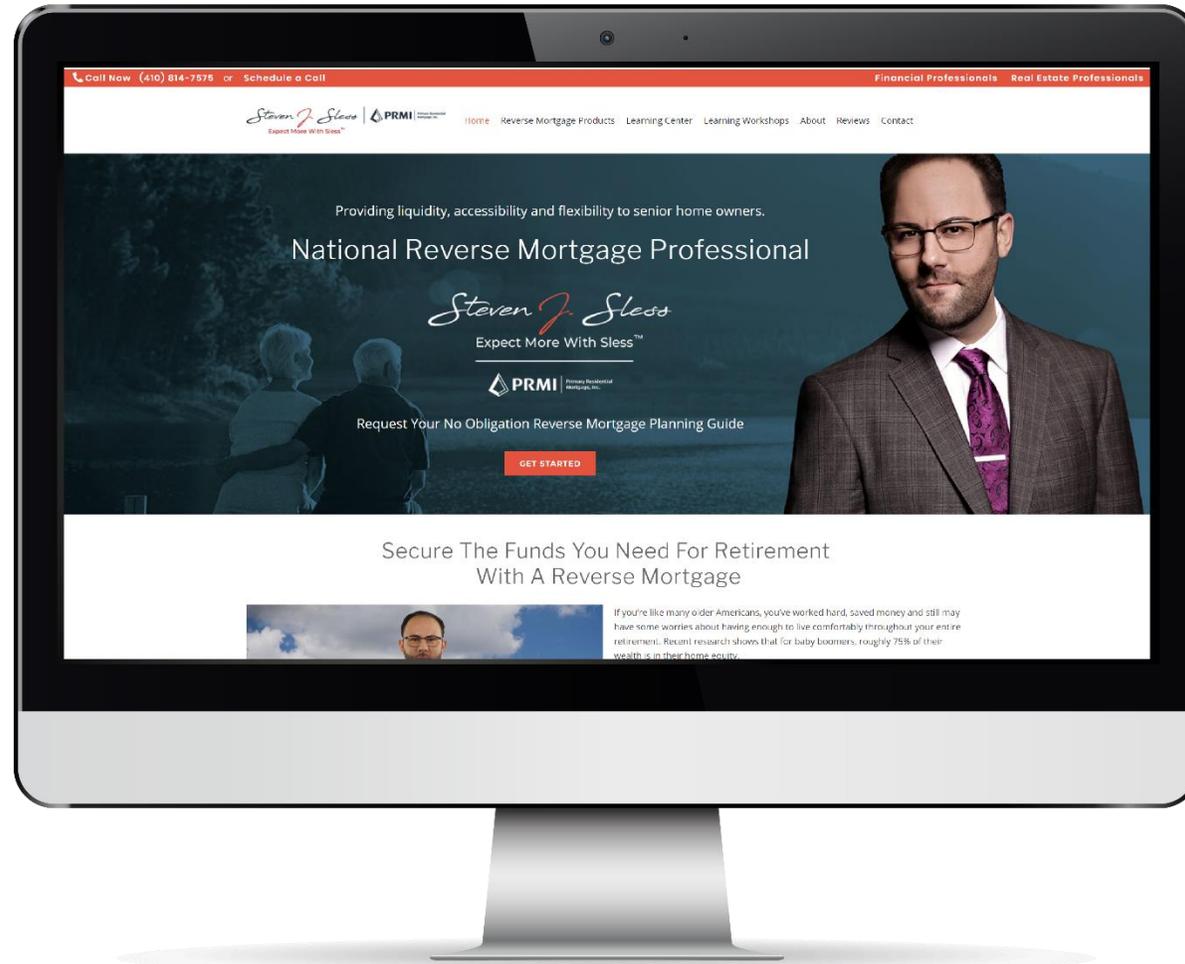
**CAPTIVATE, THEN**

**CAPTURE**

*Steven J. Sless*  
Expect More With Sless™

 PRMI | Primary Residential Mortgage, Inc.

# OPTIMIZE YOUR WEBSITE OR LANDING PAGE





# CAPTURE LEADS EVERYWHERE

Landing pages

Paid and unpaid  
web ads –  
including social  
media

Open House  
Kiosks

*Steven J. Sless*

Expect More With Sless™

PRMI Primary Residential Mortgage, Inc.

# CULTIVATE EVERYWHERE



Email



Paid social



Radio ads and newspaper ads



Seminars



Social media

# IDENTIFY THE **IDEAL** MARKETING STRATEGY

**Direct  
Response**

**3<sup>rd</sup> party Lead  
Purchase**

**Self-  
generated**

**Seminars and  
Learning  
workshops**

**Financial  
professional  
CE classes**

*Steven J. Sless*

Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

# CONVERT

- TWO PATHS -

*Steven J. Sless*  
Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

# DON'T QUIT

**Keep Cultivating, Keep  
Making Content.**

*Steven J. Sless*  
Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

**Figure Out Your  
Brand**

**Use the  
Technology**

**Automate what  
you can. Go live  
regularly (with a  
scripted outline)**

**Play the Long  
Game**

*Steven J. Sless*  
Expect More With Sless™

 PRMI | Primary Residential Mortgage, Inc.

**CAPTIVATE**

**CULTIVATE**

**CONVERT**

*Steven J. Sless*  
Expect More With Sless™

 PRMI Primary Residential Mortgage, Inc.

**WIN**

*Steven J. Sless*  
Expect More With Sless™

 PRMI | Primary Residential Mortgage, Inc.



# STEVEN J. SLESS

Reverse Mortgage Division Manager

Primary Residential Mortgage, Inc.

NMLS 298581 | MLO 49963

Office: (410) 814-7575

ssless@primeres.com

www.morewithsless.com

10995 Owings Mills Blvd, Ste 216

Owings Mills, MD 21117

*Steven J. Sless*



Expect More With Sless™



PRMI NMLS 3094. PRMI is an Equal Housing Lender. This is not a commitment to lend. To view state licenses and disclaimers please visit [www.morewithsless.com](http://www.morewithsless.com).