

-----Original Message-----

> From: pmcvicker@1stalliancemortgage.com
> [mailto:pmcvicker@1stalliancemortgage.com]
> Sent: Wednesday, January 23, 2008 1:37 PM
> To: layla@soundconsumeradvice.com
> Subject: Leads
>
> Hi Layla,
> I received fax on leads. I tried your leads once before and out of 10
> leads I did not close any. 1 had refi'd, others were just "getting
> information."
> For me to use your service again, you would have to send me 10 free
> leads and I would have to close at least 1.
> Thanks
> Paul
>

Where are you located and what is your phone number. I searched the
> data base and nothing showed for your name or co, Fill me in and I
> will bring this to Mr. Welch's attention based on the information I discover.
>
> Layla

1ST ALLIANCE MORTGAGE
232 DEBUYS RD
BILOXI, MS 39530
228-594-9000

Its been 1.5 years or so. I don't remember the account reps name.
Paul

Mr. Vickers,

You are incorrect. You were never a member of Lendingallianceusa, Never bought
lead/referrals from us, or paid us a penny.

Quite the contrary.

You dealt with Mr. Welch direct.

He is our Chairman of the Board.

Out of the goodness of his heart, he sent you free leads from the "Center" as a
way of trying to help you recover from Katrina.

He specified that you would not be a member and thus have the benefit of our
program and system,

And that's what caught my eye in your original email.

Our closing ratio ranges from 20%-60%, depending on the ability of the member.

Our leads work.

No one has gone o for 10, because of our liberal return policy, we would have replaced those that were not qualified, fresh, and/or exclusive.

So, if you would like to become a member, buy leads this time and get started with our proven Target Marketing plan and strategy, we would be glad to prove our worth and value.

But as I said, the first batch were free, so you know we are real and generate leads. Review the attached if you please,

Attached is some additional information about the "Center" and it's sponsorship of Lending Allianceusa.com.

Our business is as a Consumer Advocacy Referral Service, where there is never a fee and/or charge to consumers.

We began with a 5 Year National Multimedia, (TV, Radio, Television) Target Market Saturation Campaign that celebrated our fourth anniversary November 5, 2007 and are currently getting our message out to 74.9% of the population, in all 50 States.

What does that mean to you?? Quality leads. Premium Quality leads for you.

It's our business. It's what we do.

We Generate Prospects for Purchase and Refinance Mortgages, Home Equity Conversion aka "REVERSESES" too

BUY WHAT YOU WANT, WHERE YOU WANT, WHEN YOU WANT AND/OR NEED. That's our practice and policy.

ANY/ALL LEADS ARE GUARANTEED, FRESH, QUALIFIED, EXCLUSIVE, \$55/each

Please review the attached, starting with the background doc, and then review the remainder.

If you would then like to pursue further, contact Mr. Welch at 866-340-3611 and he will fully explain our entire Marketing plan and strategy to you.

Sincerely,

Layla

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>
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