

GENX Multiservices

- Florida-Based Mortgage Education & Affiliate Platform
- Serving Lenders Across the U.S.
- Boca Raton, Florida

The GENX Financial Model

- Education-Driven Lead Generation
- Credit Positioning Systems
- Mortgage Qualification Strategy
- Performance-Based Affiliate Monetization

Market Opportunity

- 620–680 FICO consumers underserved
- High demand for structured qualification guidance
- Digital-first mortgage research behavior rising

Our Audience

- Emerging homeowners
- Credit rebuilders (620+ FICO)
- Entrepreneurs building digital income
- Primary Market: Florida

Traffic Strategy

- Organic SEO (Mortgage + Credit Keywords)
- Educational Funnels
- Video Marketing
- Affiliate Content Campaigns

Lead Generation Funnel

- Free Mortgage Education Guide
- Credit Positioning Checklist
- Pre-Qualification Strategy Call
- Lender Referral

Financial Projections – Modeled Metrics

- Projected Monthly Visitors: 10,000
- Opt-in Rate: 25%
- Leads per Month: 2,500
- Estimated CPL: \$8–\$15
- Estimated Lender Conversion: 5–12%
- Revenue Model: Performance-Based Affiliate

KPI Dashboard (Placeholders)

- Monthly Visitors: _____
- Cost Per Lead (CPL): _____
- Application Rate: _____
- Approval Rate: _____
- Average Commission per Funded Loan:

Revenue Model

- Affiliate Commission per Funded Loan
- Education-Based Lead Warm-Up
- Long-Term Partner Relationships

Florida Market Positioning

- Primary Operations: Boca Raton, FL
- Targeting Florida Mortgage Market
- Expansion Nationwide via Digital Funnel

Licensing & Compliance Positioning

- Mortgage Education Only – No Direct Loan Origination
- All Leads Referred to Licensed Lenders
- Compliance with RESPA Advertising Standards
- Transparent Affiliate Disclosure

Why Lenders Partner With GENX

- Pre-Educated Leads
- Credit-Positioned Borrowers
- Lower Friction Applications
- Digital-Ready Consumers

Growth Plan

- Phase 1: Florida Domination
- Phase 2: Southeast Expansion
- Phase 3: National Digital Scale

Risk Management

- Compliance-first messaging
- No Rate Advertising Without Lender Approval
- Clear Consumer Disclosures

Opportunity

- Seeking Strategic Lender Partnerships
- Co-Branded Funnels
- Performance-Based Agreements

Florida-Based Mortgage Education & Affiliate Platform
Boca Raton, Florida
Performance-Based Lender Partnerships

Year 1:

Monthly Visitors: 10,000

Monthly Leads: 2,500 (25% opt-in)

Estimated Revenue: \$20,000–\$45,000 annually

Year 2:

Monthly Visitors: 25,000

Monthly Leads: 6,250

Estimated Revenue: \$75,000–\$150,000 annually

Year 3:

Monthly Visitors: 50,000+

Monthly Leads: 12,500+

Estimated Revenue: \$200,000–\$400,000 annually

Cost Per Lead (Target): \$8–\$15

Lead-to-Application Rate: 8–15%

Application-to-Funding: 5–12%

Average Commission Per Funded Loan: TBD

Affiliate Revenue Per Lead: \$20–\$70

Education-Only Model

No Direct Loan Origination

Leads Referred to Licensed Lenders

Clear Affiliate Disclosure

RESPA Advertising Compliance Alignment