

Leadfusion

SmartSelect Pro

Support your website visitors through high-stakes financial decisions.

Visitors come to your site with big questions, SmartSelect Pro helps them find their personalized answers.

From refinancing a mortgage to consolidating debt, these are not one click decisions. Without guidance, visitors stall, bounce, or call your support team. SmartSelect Pro gives them the guidance they need to take the next step, right on your site.

A guided experience built for complex questions.

SmartSelect Pro breaks down high consideration decisions into clear, step-by-step questions. As visitors respond, the tool adapts and surfaces the best-fit products based on your business rules, rates, and eligibility logic.

What it means for your institution.

-  Reduces abandonment across high-value product funnels
-  Drives more applications for loans, retirement accounts, and home equity products
-  Offloads decision-making from branch or call center to your digital channel

Buy a New Home

PROPERTY INFORMATION (Step 1 of 3) 

Tell us about the property you want to purchase

ZIP Code

Intended Use of Home

☐ Primary Residence	☐ Second Home
☐ Vacation Home	☐ Investment

Type of Home

☐ Single Family Detached	☐ Townhouse
☐ Condo	☐ Manufactured Home

[CONTINUE](#)



Ready to See SmartSelect Pro in Action?

For a custom demo using your website pages, contact LearnMore@Leadfusion.com or 858-259-2100

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