



Amped Lead Generation

Already a shining name among the list of the best marketing companies in the game, is Amped Lead Generation. Its success story is undoubtedly one that gives us an insight into its founding, its hardships, and what led to it becoming one of the most sought after marketing companies in Real Estate.

The Founding Story

Amped Lead Generation is a mind child of its founder Mr. Rick Orozco. It all happened when Mr. Orozco was working for a Miami, Florida based lender. Some work was already going on for 2 years related to a lead a generation platform, and the process was just gaining ground when it all fell apart. He reminisces about how extremely privileged he was to be a part of its inception, and although it took off with a bang, it was not without hardships prior. As the system began to take off there was an unfortunate natural calamity that washed away all the hard work and only brought disappointment. Hurricane Irma hit South Florida and devastated most businesses and households and put a hard stop on all mortgage lending. The unlucky timing saw many hours and millions of dollars get swept away with the storm. The lender had no choice but to stop expansion to mend its wounds, after which Rick too, had to go back to the drawing board. He had seen the possibilities come to life in his mind, and it was now impossible to not pursue the vision in his head. This was when the idea of creating Amped Lead Generation came to life.

The Work Scope of Amped

Amped Lead Generation is possibly the best Web-Based Marketing Company in the Mortgage Industry. Their main areas of work cover the U.S geographically, wherein they focus on areas of increasing population and economic growth factors. These growth factors are what influenced the numerous mortgage and home search domains in

those specific arenas. This created the opportunity that anything searched by future home owners in that area would likely land onto at least one of the Amped websites.

The process –

When attaining thousands of leads per month it can become a disaster in disguise. When you are spending thousands of dollars a month, and the system works and you attain many prospective home buyers, but you do not make contact quickly, then all your investment is lost. This was why Amped Database Management was created. A full service CRM to make contact with each and every lead that comes into the system within minutes. This was the missing link that needed to be repaired to attain the best ROI.

Firstly there are forms set up on every website that need to be filled out with some basic information, such as: Name, Email, Mobile phone, and certainly the desires of the prospective buyer. This data is then sent to the proper channel in the CRM system by city to establish contact and fulfil the needs of the prospective client with speed.

This is just the easy part. The hard part was finding a lending partner that could deliver results quickly, and attain the loan approvals to put these buyers into a home. Choosing the right partners with the same tenacity to serve and win is the hard part.

Stepping stones to success

Rick Orozco proudly holds his team on a pedestal for all the success that Amped Lead Generation has garnered. Since the company is web-based, there are both pros and cons to it. While some people find it difficult to trust their authenticity, some others laud them for their easy path to approval and quick response. Rick is very thankful to the lenders that Amped has worked with, who assisted in helping its contacts attain home ownership. The best part about the company is how each employee is treated like

like a member of the family. Technology has undoubtedly helped the team become closer despite their geographical challenges and distances. With the team being spread across the globe in Kolkata, India, to Manila, Philippines, and all the way back to the headquarters in The Lone Star State of Texas, technology served its purpose.

Another important factor that has paved the way to success, is the principle and purpose with which the Amped family works towards fulfilling. People spend their lifetimes dreaming about owning a home, and this dream is what Amped looks to turn into a reality. The simple principle of serving the customer to the best of your ability and removing the usual anxiety of the process, is what makes the Amped culture special.

Rick believes in 5 philosophies, and they have shaped Amped into what it is today. Rick emphasizes that Positivity, Commitment, Passion, a Relentless pursuit of results, and a strong Love for the work at hand are the five pillars that led to the success of Amped Lead Generation.

Road Blocks to Success

No company ever achieves a height of success without hitting a few roadblocks, and such was the case with Amped Lead Generation. The majority of the setback was due to the extreme doubt from the mortgage industry itself that a purchase consumer direct system could be built successfully. This undermined the potential that Amped could attain for a bit, but after suffering multiple rejections and campaign failures, Rick stood his ground and took it upon himself to prove his idea right and convert it into a reality.



Rick Orozco – the pillar of AMPED LEAD GENERATION

Rick has a decorated background in the fields of the Mortgage Industry, The Auto Industry, and the Music Industry. A lifelong entrepreneur and innovator has taught him how to overcome mis-steps and failures that come with risk.

Mr. Orozco currently holds ownership of an extensive network of businesses that he holds under the canopy of the Amped Brand Amped Lead Generation, Amped Digital Solutions, Amped Business Solutions, Amped Realty Solutions, Amped Rescue, Amped Database Management, and the Latin Twang Entertainment company he started back in 1994 at the age of 21.

Rick always credits his creative background for his success. When one is a creator and composer you have a special gift to see a finished product come to life before it is even on paper. This powerful gift gives an unfair advantage to Rick.

He says the doubt and negativity around him has always been his fuel to keep going, and eventually is what silenced the doubters with his roaring success. Amped Lead Generation has its foundation built on a belief of hard work, vision, action, and a focus on the future, so that he does not worry about the people living in yesterday. He is only focused on how to beat his competitors tomorrow. This has been his formula for success in three different industries. The ingredients are always the same. Just keep going, and don't let hitting a wall keep you from winning. Just keep pushing until you create your own door to success.