

Table of Contents

Table of Contents	i
Introduction	1
How Do You Feel? – Feeling Good About Selling	2
Chapter 1 – Who is My Customer?	5
Understanding your Objective	5
Marketing to Real Estate Agents	6
Three Basic Agent Roles	6
Listing Agent's Concerns	6
Realtor/Builder Owned Mortgage Companies	10
Homebuilders are Like Listing Realtors	10
Marketing Materials Designed for Agents	12
Pre-Qualification and Pre-Approval Services for Selling Agents	12
Pre-Qualification Letters – Services for Selling Agents	13
Listing Agent's Marketing Materials	14
The Creation and Use of An Open House Spreadsheet	16
Reciprocity	16
Attracting Buyers to Seminars	20
For Sale By Owner System	21
Working With Owners	21
How Do I Prove "Good Service"?	22
Weekly Status Reports Answer the Question	22
Weekly Status Reports	23
Benefits of Pipeline Review	23
Conducting Status Reviews	24
Chapter 2 - Niche Marketing to Home Selling Professionals	27
The "Niche Marketing" Concept	27
The Most Common Niches are the Most Common Problems	27
Need - Not Enough Income	27
Need – Not Enough Cash	33
The Need – Impaired Credit	35
The Need – Financing for Non Owner Occupied/Investment Properties	36
Open House Spreadsheets for Investment Properties	37
Need – New Construction/Home Improvement and Rehabilitation	38
General Needs are "Marketing Niches"	40
The Need – Rate Lock Ins	40
The Need – Can't Close at the End of the Month	43
Chapter 3 - Selling to Financial Intermediaries and Alternative Sources	45
Financial Planners, Accountants, Insurance Sales, Stockbrokers, Attorneys and Other	
Lenders/Brokers are "Alternative Sources of Business"	46
Why Target Financial Intermediaries?	46
Strategies for Soliciting from Financial Intermediaries	46
Cross-Referrals as the Reason to do Business with You	47
Ask What a Prospective Client's Ideal Prospect Is	47

Attorneys.....	48
Sample Introductory Call	49
How are Attorneys Compensated?	49
The Application as a Sales Tool	50
Selling to Accountants and Financial Planners.....	51
No Income Verification Loans.....	51
Leverage.....	51
Financial Planners	52
Debt Reduction or Cash Management?	53
Debt Consolidation	53
Marketing to Stockbrokers, Life Insurance and Investment Advisors.....	55
Property and Casualty Agents	56
How do we tell our customers to call our agent?.....	56
Mortgage Bankers, Mortgage Brokers and Consumer Bankers.....	56
Real Estate Related Alternative Business Sources	59
Home Improvement	59
Property Managers	60
Chapter 4 – Starting Up.....	63
Identifying Your Clients.....	63
What's your Goal?	64
Choosing Your Referral Relationships	65
Why They Don't Work Out.....	65
Analyzing and Categorizing Your Customers.....	66
Your First List.....	67
Your Prospect List – Who Do You Want to do Business With	67
Step 1 - Perform a Market Analysis.....	67
Step 2 - Preparation of an Introductory Package	70
The Components of The Introductory Package.....	70
Have you figured out why someone should do business with you?	71
Developing Your Product Collateral.....	72
Components of the Introductory Package	73
The Pre-Application Kit.....	73
The Introductory Package Contents	75
Step 3 – Designing the Marketing and Follow-up Plan	75
What Should My Week Look Like?	76
The Loop.....	76
The Objective – Get Past 6	77
Scheduling Additional Marketing Efforts.....	77
Feeling uncomfortable about your proposed sales activities?	78
The Mailing Program as Antidote for Call Reluctance	79
Campaigns – After the Introduction	80
Viewing and Positioning Yourself as Information Resource.....	81
Chapter 5 – Message Delivery Techniques.....	83
Office Cold Calling.....	83
Reasons to Make Office Calls.....	83
Choosing Your Approach to Target Offices/Clients	84
How Your Calls Will Go?	84
Sample Dialogue for Your First Visit(s) to an office.....	85
Using Word and Outlook to Send Personalized Letters to Your Prospects	86
Mail Merge to E-Mail.....	90
Creating a Loan Officer Web Page	92
Hosting.....	92
How Should Loan Officers Use a Web Page?	92
Incoming Call Questionnaire/Pre-Qualification.....	93
Chapter 6 – Excel Spreadsheet Preparation	95

The Creation and Use of an Open House Spreadsheet	95
Preparing Spreadsheets	95
Investment Property Spreadsheet	97
Blended Rate Comparison 1 st & 2 nd Combo	97
100% Financing Spreadsheet	100
Debt Consolidation Analysis	101
Working with Custom Home Builders	102
Chapter 7 - Borrower Closing Techniques	103
Pre-Qualification is the First Step in Needs Analysis	103
Discussion of Fixed Rate Options	106
Prescription Without Diagnosis is Malpractice	107
Chapter 8 - Overview - Mortgage Production Management Process	109
Introduction	109
Commitment to Manage	111
Sample Commitment	111
Goal Management	113
What's your Goal?	113
Defining Volume Goals Based on Referral Source/Channel	115
Completing the Goal Worksheet	116
Daily, Weekly, Monthly and Quarterly Progress	118
Seasonality in the Plan – Interest Rates	119
Key Accounts, Channels, and Referral Source Management	121
Prospect/Key Accounts	122
Channel Based Marketing – Real Estate Agents	123
Channel Based Marketing – Advisors and Financial Intermediaries	125
Channel Based Marketing – Affinity	125
Key Account Plan	126
Introductory Package - Marketing Collateral	127
Preparation of an Introductory Package	127
Time Management, Call Planning and Performance Review	128
Activity Planning and Time Blocking	128
Account Management	129
Checklist for Reviewing Detailed Call Reports	130
Joint Call Planning Process	132
Key Account Business Review Process	134
Sales Team Meetings	135
Monthly Activity Review	137
Performance Appraisals	139
Preparing for a Performance Appraisal	140
Originator Evaluation	141
Appendix 1 – Marketing Seminar Preparation	145