


Presented By
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Blanton's Mortgage
Services
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SELECTING MORTGAGE LOAN OFFICERS TRAINING TIPS AND BEST PRACTICES



Seasoned/Experienced




Inexperienced/Trainable



WHICH DIRECTION ARE YOU GOING?

AVERAGE AGE OF
CURRENT LOAN
OFFICER TODAY IS 56



The background features silhouettes of people walking, each holding a large icon of a social media platform. From left to right, the icons are Facebook, Twitter, YouTube, LinkedIn, and Instagram. The overall color scheme is a gradient of light blue.

Tech Savvy

Know the
Importance of
Building
Relationships

Like Incentives

Don't Wait

MILLENNIALS ARE THE FUTURE



PURSUING

Have	Strong Training and Career Development Opportunities
Provide	Mentors
Inform	Recruits that they can have a major impact on their clients
Provide	Consistent feedback

ATTRACTING

Excellent verbal
communication
skills

Ability to connect
with people
building long-term
relationships

Need to achieve

Self-Disciplined

Team-player

SCREENING – TOP TRAITS



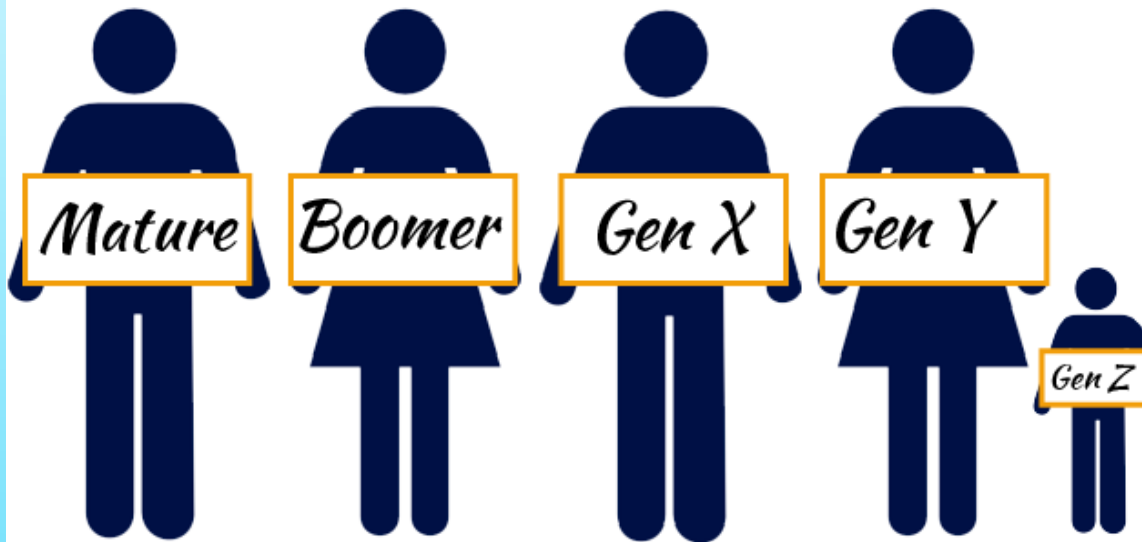
Interviews

Personality Test – achievement, competitiveness and optimism

Sales Test – for fear of prospecting or fear of self-promotion

EVALUATING

Generations - how are we different...



FOR THE FIRST
TIME, FIVE
GENERATIONS
CURRENTLY
EMPLOYED IN THE
WORKFORCE

All Generations Similar in the Following Areas:

Value Structure

Wanting Respect

Trustworthy Leaders

Nobody Likes Change

Loyalty

All want to Learn

Likes Feedback

IMPROVING GENERATIONAL
DIFFERENCES IN COMMUNICATION



Known as
silent
generation

Keep to
themselves

Only speak
when spoken
to

TRADITIONALISTS (1946-
1964)

One-on-one communication

Directive and prefer formal communication
and written communication

Use eye contact

Listen closely

Only approach with something vital

TRADITIONALIST
COMMUNICATION
PREFERENCE

Decorative white lines consisting of several parallel lines of varying lengths and orientations, located in the bottom right corner of the slide.

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graph LR; A[Workaholics] --> B[Show me generation]; B --> C[Typically wait to be invited for opinions];
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Workaholics

Show me
generation

Typically wait
to be invited
for opinions

BABY BOOMERS (1946-1964)

Also prefer face-to-face conversations

Present at least three solutions to a problem

Want details to know it has been thought through

Like to talk more about work than home lives

Like to be shown how to do things

BABY BOOMERS COMMUNICATION PREFERENCE

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Want structure
and direction

More likely to
express
opinion

Prefer to be
asked in person
for their input

GENERATION X (1965-1976)

E-mail works well for them

Challenge and communicate directly

Have a conversation immediately after an event rather than waiting too long

Make sure they feel valued and voice heard

Like to talk about both personal and professional lives

GENERATION X COMMUNICATION PREFERENCE

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Appreciate being challenged

Resents anyone that talks down to them

Desire to be treated as an equal not a child

GENERATION Y-MILLENNIALS (1977-1995)

Communicate electronically

Crave one-on-one assessment and feedback

Bring them along through training

Communicate daily

Explain your thinking

GENERATION Y COMMUNICATION PREFERENCE

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Stay Relevant

Wants to continue
to learn

Very adaptable to
other generations
communication
preferences

GENERATION Z- (1996-AFTER)

Crave face-to-face communication

Understand the value of face-to-face conversations

May opt to text or e-mail

Private

Will need to be taught how to conduct conversations

GENERATION Z COMMUNICATION PREFERENCE

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Gen Z

- Realistic
- Independent
- Digital Natives
- Private
- Face-to-Face
- On Demand Learning
- Role-Hopping

Millennial

- Optimistic
- Collaborative
- Digital Pioneers
- Public
- Digital-Only
- Formally Educated
- Job-Hopping





TRAINING

Traditionalists – Structured learning – classroom lectures preferred

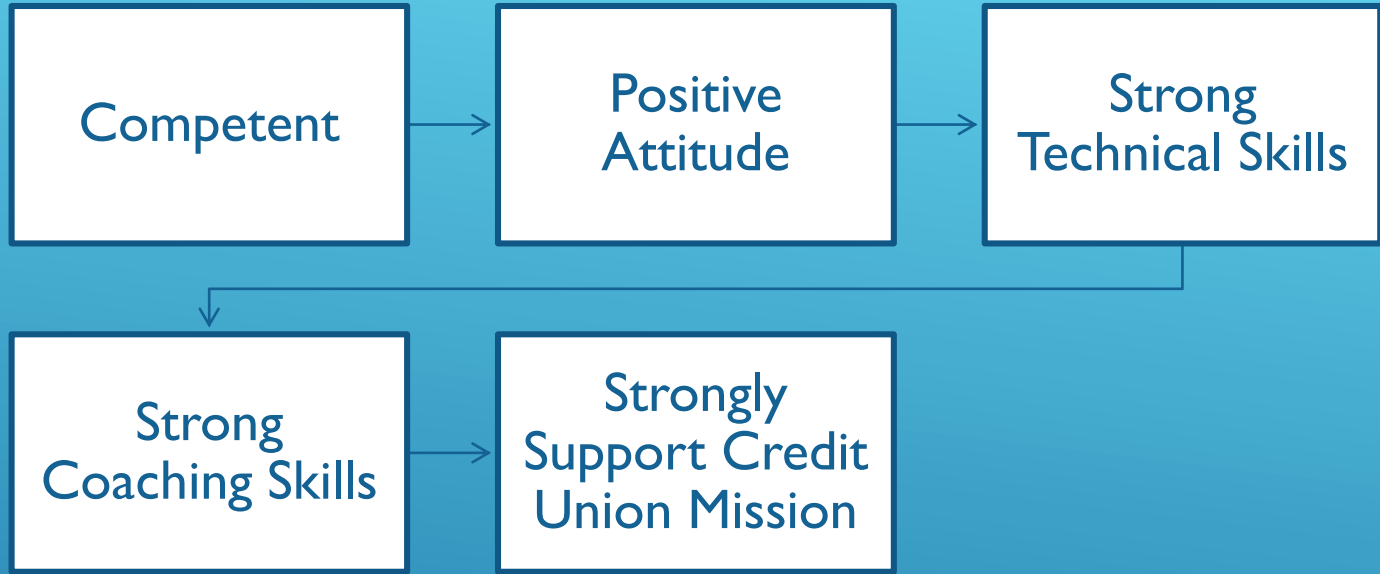
Baby Boomers – Personally-focused learning structure – classroom setting effective

Gen X – Like self-directed educational opportunities – wants to learn on their own schedule

Millennials – Favor personalized training –also prefers to access information on-demand

Gen Z – Use mixed media – self-study – require more training in interpersonal communication

LEARNING STYLES OF EACH GENERATION



MENTOR

Basic Mortgage Training

Loan Officer Development Training

Sales and Business Development Training

PROVIDE MORTGAGE INDUSTRY
TRAINING



Learning the terms and acronyms

Understanding mortgage math

Learn the products

How to pre-qualify a borrower

Become proficient at the loan application process

Have a full understanding of regulations, guidelines and compliance standards



BASIC MORTGAGE TRAINING

Training on how to speak confidently to members

Know financial formulas

Understand interest rates and pricing options

Do skills assessments

Mentoring

LOAN OFFICER DEVELOPMENT TRAINING



Include them in business development strategies

Networking at Community Events

Learn how to develop referrals

Overcome reluctance calling back leads

This should involve ongoing accountability

Mentoring

SALES AND BUSINESS DEVELOPMENT TRAINING

Policies and
Procedures

Systems

Products and
Pricing Guidelines

Taking
Applications

Providing Loan
Status Updates

Compiling and
Submitting a
Complete Loan
File

Communicating
Processor/Under
writer/Closer

Updated with
changing
compliance
regulations

CREDIT UNION SPECIFIC TRAINING

Take	Take a complete and thorough application
Communicate	Actively communicate with the member throughout
Answer	Answer questions and concerns in a timely manner
Loan	Loan Notes

MEMBER SERVICE

Ask

Ask Questions

Pay

Pay attention to
tone and
confidence level
in your voice

Body

Body language

COMMUNICATE





BEST COMMUNICATION METHOD



THOROUGH LOAN APPLICATION



- ▶ Speed to Call
- ▶ Number of attempts to contact
- ▶ Time of day

**KEEP PROSPECTIVE
LOANS**



REFERRALS

- ▶ Don't wait to ask for referrals
- ▶ Send an appraisal photo

PROVIDE CONTINUING EDUCATION



Clear Expectations



Clear Communication

=



Clear Outcome

SET CLEAR
EXPECTATIONS



Mortgage
Insurance
Companies

Fannie Mae

Freddie Mac

Industry
Trainers

TOOLS

QUESTIONS





THANK YOU

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