



Purchase Market Growth Best Practices for Mortgage Leaders

Your Presenter



Major Challenges Facing Mortgage Leaders and their Loan Officers:

- Market is _____
- More LO's _____ on traditional purchase resources (partners)
- Getting _____ in a crowded marketplace
- The majority of LO's do not know _____(which causes fear)
- Many leaders _____ to provide the training needed

THESE CHALLENGES CAN BE YOUR GREATEST COMPETITIVE _____!

Referral Partners - The 3 Most Common Agent LO Sales Killers

(and what to do about it)

1. *“I already have an existing loan officer relationship”*
2. *“We have an in-house lender”*
3. *“I only do listings”*

The Solution - The Ultimate Agent Presentation

(knowing what to say, and how to say it)

1. _____ their pattern
2. Create _____ and schedule meeting
3. Take _____ and find their _____
4. Offer _____ & present _____ solutions
5. Overcome _____ and move the relationship _____

Increasing Lead Conversion

(knowing what to say, and how to say it)

1. Break the prospects _____ pattern
2. Take _____ of the conversation
3. Find their _____ and develop _____
4. _____ for financing
5. Overcome _____ and move the process _____

Simple Relationship Development Strategy
