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Loan Officer Sales Playbook

Selling tips for originators

Tip - select the contents above to jump directly to the section.

Whether you're new to the industry or a seasoned loan originator, there's a lot to know! In addition to the technical knowledge required to be a mortgage expert, loan originators need to know how to find new clients, close deals and earn referrals. These 7 topics will help you get started or brush up your skills.

Topic 1

Prospecting

Prospecting is important for all loan officers – but especially for new loan officers. While veteran loan officers may be able to lean heavily on their referral pipelines to generate new business, most new loan officers start from scratch to identify and contact new customers and referral partners.

Key tip

Make prospecting a non-negotiable part of every workday. Engineer it into your day by blocking off “do not disturb” time.

Prepare for success: 4 prospecting habits to develop

1. Develop your elevator pitch.

What’s your story? If you can’t speak to what differentiates you, your pitch will fall flat.

2. Prepare to respond to objections.

Practice the ACT Process (see topic 2!).

3. Overcome your own call reluctance.

- Know your purpose of the call and keep it short. You are less likely to schedule a time to meet if you have too much conversation on the phone
- Be confident in who you are and why you’re calling. Why would they want to work with you?
- Be prepared for “no” and don’t take it personally
- For recurring calls, bring something new of value to the call, like an insight from current industry news

4. Prospect smart.

Put some thought into the best way to prospect.

For example:

- Open houses are usually on Saturdays or Sundays (get open house tips in topic 5)
- Know your numbers to fill your pipeline: How many calls do you need to make to create a lead? How many leads do you need to close a loan?

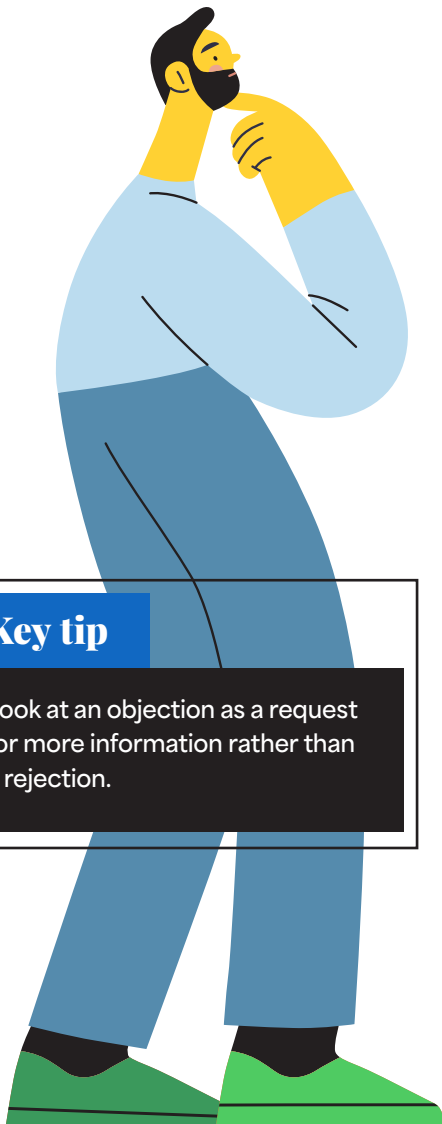
Brainstorm your elevator pitch. What sets you apart? Type or jot down your ideas here.

For more information on all these topics, contact your MGIC account manager, [mgic.com/contact](https://www.mgic.com/contact).

Topic 2

Handling objections

One of the most difficult parts of the sales process is encountering reluctance from consumers or referral partners. Successful loan officers must be able to counter objections or reluctance with genuine solutions.



Key tip

Look at an objection as a request for more information rather than a rejection.

The ACT Process

Acknowledge.

Validate what your customer says to create rapport.

Key phrases: “Thank you for sharing.”; “I understand what you’re saying.”

Clarify.

Clarify the customer’s concern and dig deeper to understand their true objection so you can solve it. Restate their concern to ensure you understand it and to show that you have been listening.

Key phrases: “What I hear you saying is...”

Take action.

Convert the objection into a reason to choose you. Ask the customer to explain what they need to move forward, then provide a solution. State the facts that overcome their objection. Clarify the details and test for their reaction.

Key phrases: “I’m looking forward to working together.” ; “Let’s talk about our next steps.”

Topic 3

Building and working your database

Your database is your place of truth. Whether it's a customer relationship management (CRM) solution or a simple spreadsheet, your database tracks your existing and potential customers and all the data points that will help you convert them into closed loans.

Brand-new with no database? Start with your existing network.



Add every contact in your phone to your database. This includes your friends and family, your landscaper, your plumber – anyone who will recognize your name!



Let your database know what you do and ask for the referral. Start practicing your prospecting – and make your mistakes – with these friendly faces. Ask for help; people want to help people they know! “I’m building my business and I could use your help. Do you know anyone trying to buy a home now or in the next few years?”



Track your referral activity. Whether it's within your CRM or in a referral spreadsheet you create yourself, record the connections you've made and the outcome of each call.

Target numbers for working your database

10 touchpoints per day

Call, text, social media or face-to-face

1 touchpoint per month per contact

200 individuals consistently communicated with throughout the year



Be active on social media

Social media can help you reach a large audience at once and meet the next generation of homebuyers where they are already looking for information. A consistent presence on social media can eventually generate leads.

Before you post for the first time, understand your company’s social media policy to ensure you stay in compliance.

Make sure your Facebook, LinkedIn and Instagram business profiles are up-to-date and professional. Prospective customers will go to your social accounts to validate your authenticity.

Regularly share content that’s relevant and valuable to your audience.

A healthy social media presence is a 2-way street. Like, comment on and share others’ posts. Interact with your followers and reply to their comments.

Think beyond borrowers; interact with posts by local businesses to show your support for your community and get your name out there.

Tip: Go to readynest.com for stories and tools to share with prospective homebuyers!

Key tip

Worried about the time commitment needed to do social media “right”?

Try the 10-10-10 rule:

10 minutes in the morning posting or scheduling posts for later in the day

10 minutes in the middle of the day responding to other posts

10 minutes at the end of the day connecting on LinkedIn with those you met that day

Topic 4

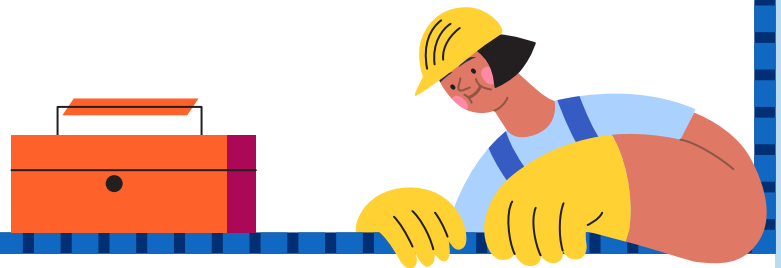
Building solid referral partnerships

Once you put in the work to build strong referral partnerships, you'll reap the rewards for years to come.

Key tip

Develop friendships first!

Don't make it all about business. A true referral relationship that will stand the test of time is built on an authentic connection. If they know you, like you and trust you – they will refer business to you.



Identify potential referral sources

Minimum: 25

Stretch target: 50

Be creative: Beyond real estate agents, you may want to target CPAs, financial advisors, divorce attorneys, HR departments, community organizations, educational institutions and more!

Find commonality with referral sources

Similar interests will help you build a stronger connection. Consider your recreational interests, charities, schools and other common connection points.

Know the numbers

What is the expected return if you secure a business relationship? Who are your referral partners doing business with? For real estate agents, research their production.

Use this space to brainstorm referral partners in your area. Get specific: Are there any local institutions or people you'd like to target?

Use this space to jot down some notes about how you'll position yourself to referral partners.

Develop your message

When you're making a personal connection with a referral partner, it's important to be able to quickly and effectively introduce yourself and explain your value.

- Build common ground
- Build your brand – share your credentials
- Explain your personal service-level agreements
- Share your purpose; what are you passionate about?

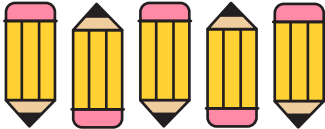
Develop your referral activity plan

Daily targets

5 phone calls



5 written communications



10 database communications



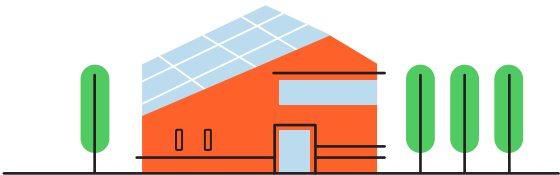
(call, social media, text)

Weekly targets

10 face-to-face meetings



1 "true" business meeting



Topic 5

Working with listing agents

Listing agents are excellent prospective referral partners. Their clients are often move-up buyers who may need financing.



Open houses

An open house is a chance to impress a captive audience and start building a relationship. As a new loan officer, you may want to reserve one Saturday or Sunday per month to attend open houses. Not sure what to talk about with the listing agent?

Here are 5 questions to ask:

01

Do you expect much traffic today?

02

How long have you been an agent?

03

How often do you sit at open houses?

04

What do you find most beneficial at an open house?

05

What do you look for in a lender?

5-step listing agent introduction call script



Current transactions are another great way to connect with listing agents. You have a legitimate reason to reach out to the seller's agent along with a chance to prove your value. As always, first impressions are key; use this script to set yourself up for success.

step 1

“Congratulations on selling your listing!”

step 2

Introduce yourself and ask for their contact information

step 3

Ask questions about the seller

- “Is the seller buying another home contingent upon the sale of this home?”
- “If so, will one closing impact the other?”
- “Are any POAs needed?”

step 4

Deliver your service-level commitments

- Pre-approvals
- Communication expectations: when and how you will communicate, their preferred communication method
- Closing documents at least 2 days in advance
- On-time closing

step 5

Close with an ask

“When we finish with this transaction – and if I execute on the commitments I made to you now – would you be open to me buying you a cup of coffee and spending 15 minutes with me?”

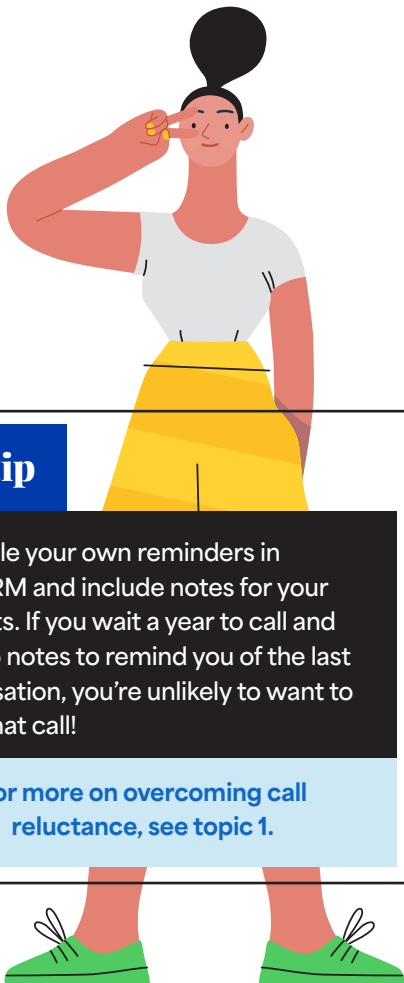


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Topic 6

How to build a repeat customer

As your database starts to grow, it can feel overwhelming to reach out to everyone. But if you follow up with your database often, these conversations will never feel awkward. If you stay top-of-mind, you become the go-to mortgage professional for your contacts and create raving fans who will refer you to their friends, family, children and co-workers.



Key tip

Schedule your own reminders in your CRM and include notes for your contacts. If you wait a year to call and have no notes to remind you of the last conversation, you're unlikely to want to make that call!

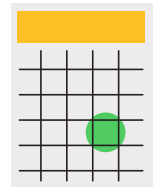
For more on overcoming call reluctance, see topic 1.



“Customer for life” touchpoints

30 days post-close

Provide a useful resource like a maintenance checklist or other new-homeowner information.



3 months post-close

Check in to see how they are doing.

“What do you love most about your neighborhood?”

“Do you need any recommendations for service professionals?”

Bonus: Recommending service professionals is a great way to provide value to other referral sources.



Each year post-close

Build in a few easy, obvious reasons to reach out to your customer a couple times a year:

- Closing (home) anniversary
- Customer birthday

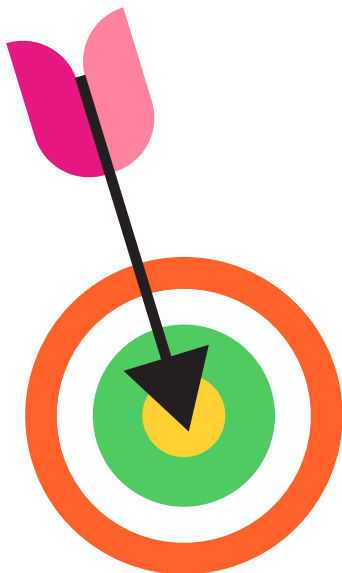


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Topic 7

Goal setting

Why is it important to set goals?
When you identify what success looks like, you are better able to see how to get there. Most loan officers make a business plan as they near the beginning of a new year – but if you aren't disciplined about checking in on your goals regularly, you may fail to meet them.



Key tip

Identify a realistic goal and a stretch goal. Check in on your goals monthly or quarterly to assess your progress. Are you on track or do you need to make changes to your activities to reach your goals?

Examples of goals

Production amount: If you identify a production goal as a dollar amount, break down how to get there.

Referral activities



Number of new referral partners



New types of referral partners to cultivate



Number of open houses to attend



Activities: Time spent in your community will attract people to you. When you find something in common with people outside of business, you will build a stronger relationship.

Number of networking events

Hours of community service

Personal goals that drive professional goals: If you want to take a specific trip with your family, how much do you need to earn to make that happen?



Personal growth: Are there seminars you want to attend or books you would like to read to drive your own development?



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