

# The Secrets to Winning Purchase Business

Six Top Producers Share Theirs



**Jim McMahan** has funded well over \$1.5 billion, making him one of the top producers in both the Dallas-Ft. Worth Metroplex and the nation.

### **Jim's Tip: Use Deliberate Scripting**

"Deliberate scripting will give you the end results you want to achieve, but first you need to decide what your goals are. Start by writing down three or four things you want to get across to your clients. Examples include: I want clients to do business with me now and in the future. I want clients to be educated about the mortgage process. I want clients to buy in to my opinions, strategies, and expertise. I want clients to take the time to understand their options so they don't hurry themselves through the mortgage process.

Then create scripts that will allow you to achieve these goals. Consider this sample script: 'Mr. and Mrs. Smith, I really see myself differently than most originators. I really want to evaluate, through a short interview process, what is most important to you about this home loan, so we can put the best mortgage/debt strategy in place for you. I know this may sound like a big deal, and it really is a big deal, because it's important to understand the key factors that could impact this transaction.'"

*Make time to both write and practice your scripts. The more you do so, the more convincing and authoritative you will sound.*



**Karen Swanson's** Fiscal Literacy Curriculum for kids, Making a Difference with Money, has been featured on Jim Kramer's Mad Money. Karen serves the Sacramento, California market.

### **Karen's Tip: Ask For Referrals**

"Past clients can be the key to future success. Not only can you pick up the phone to reconnect with them and learn about their current needs, but you can also add a personal touch by sending birthday cards and so on.

An annual review is also a great excuse to make this call. Remind past clients of your level of service and expertise. Then make sure you ask for referrals of people they might know who are looking to purchase or refinance a home...or who just need help understanding how a mortgage impacts their overall financial picture."

*When you are sincere about making a difference in your clients' lives, they are happy to refer you to the people they care about. But you've got to ask! Work on new systems for getting referrals.*



**Linda Davidson** is ranked in the top 200 loan officers in the nation in units closed for personal production, as well as the top 20 for FHA/VA closings. She is based in Garland, TX.

### **Linda's Tip: Sales Contests**

"Don't forget about your team. Too often we only focus on the clients and customers, and we forget to inspire our own office. I recommend running sales contests to help change your team's mindset to a 'hunter' mentality. You'd be surprised what a difference that can make for office morale and for business leads."

*Creating incentives for your team can make all the difference, not only for your success, but for creating satisfied clients who want to work with you again and again.*

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**Sally Bucciero** of Sevierville, Tennessee has learned the value of implementing systems and tools to keep her business on track, and she now enjoys a rewarding 100 percent referral-based business.

### **Sally's Tip: Set Calling and Networking Goals**

"Like many places, my market in Tennessee has seen a slump. To help LOs push through that slump, I've encouraged them to take two actions. First, you need to be on the phone generating business. Set your target on making 90 calls per week to a mix of past and potential clients. That sounds like a lot, but break it down into a manageable chunk. For example, make nine calls before lunch and nine after.

Second, you need to keep connecting with your network of real estate agents. I'm doing business planning sessions with real estate agents in my network to help identify any actions I can take to help them get more deals."

*Make sure you have a reason to call people, be it economic news, industry changes, or a life event. Offer to send something to a client or referral partner while you are on the phone with them.*



**Mark Madsen** is nationally recognized in the mortgage industry as an authority in digital marketing for loan originators. Based in Las Vegas, NV his network of high traffic lending websites generate over 90 percent of the new purchase and investor business for his teams of real estate agents.

### **Mark's Tip: Advertise on Realtors' Websites**

"I'm a strong believer in advertising on real estate agent websites. But here's the key: don't be vague or general. Give home buyers a specific, unique opportunity to benefit from, such as a white paper or tip sheet. That means coming up with a series of offers, but only marketing each opportunity in one place or one city."

*Consider advertising a specific piece like "10 Ways to Make the Home Buying Process Easier."*



**Ed Conarchy**, a Chicago-area lending officer and financial consultant, has provided personalized mortgage advice for 20 years with career production of over 3,900 loans totaling over \$650,000,000.

### **Ed's Tip: Use HARP as an Icebreaker!**

"I recommend working your database diligently by reconnecting with past clients. If home prices haven't rebounded in your area, you can use HARP as an ice breaker. Many people have heard of the term but either don't understand it or weren't ready for it in the past. By clearly describing the program and directing the conversation to the past client's current situation, you can open the door to options that the clients may be ready to explore."

*Even if your clients don't qualify for HARP, they may be ready to take some other action because you called them—or they may know someone who is.*



These tips are from members of Vantage Production's esteemed faculty. To learn more about how to win in today's market, visit [www.vantageproduction.com](http://www.vantageproduction.com) or call 1-800-963-1900.