

Including Comfort in Your Mortgage Broker Marketing

As a loan officer, an essential component of your success is loyalty from Realtors. When you begin mortgage broker marketing, your focus should not be on your rates, service or loan programs. None of these things inspire loyalty the way comfort does.

How so? Ask Realtors why they stay with a particular loan officer. The answer is not a result of a specific mortgage broker marketing; almost always the answer is that they are comfortable with the loan officer.

Remember, Realtors are being constantly bombarded by requests from loan officers to work with them. These loan officers make all kinds of promises, great communication, friendly service, low rates, etc. All too often these promises are broken.

Each time promises are broken, the Realtors defenses go up. Their income is dependent on the performance of loan officers; it makes sense that they would view the loan officer with trepidation.

That is why it is so important to establish a bond of trust with Realtors, or a sense of comfort. So, how do you build comfort? There is actually 6 ways to establish a comfort level with Realtors.

Become the Familiar Face

Realtors look for names and brands that are recognizable. They look for a reputation that they can count on. When it comes to choosing a loan officer, they will look for one they are familiar with.

Keeping your name visible creates that familiarity. Whether it is making appearances at real estate offices or at networking events, getting quoted in local papers or business journals, or sponsoring fund raising events, all make it possible for your name to become a familiar entity.

Make Yourself Clear

Look closely at your marketing materials. Are they as clear as they could be? Do you use jargon, is your message vague or ambiguous. When you strive for clarity, you build confidence with the Realtors in your abilities.

Keep your message simple. If you cannot say what makes you unique in thirty words or less, you need to reevaluate your service until you can make the message clear and refined.

Become the Expert

Without a doubt, relying on another person for your income is a scary proposition. But that is exactly the position Realtors find themselves in on a daily basis. They have to rely on loan officers to do exactly what they say they will.

When they know they are dealing with an expert, they can relax. Do you give the impression of being an expert? Whether it is the way you dress, your website or your materials, all Realtors will develop an impression based on the visual clues you offer.

Work with Integrity

When you deliver upon your promises, you operate with integrity. In a rapidly changing environment of the loan industry Realtors respect, and are willing to work with loan officers that operate with integrity.

Genuineness Inspires Comfort

Realtors are looking for someone who holds their interests as part of the process, they want someone they can genuinely trust with their income. They look for you to express an interest in building a relationship and protecting them.

Be Passionate

Do you love what you do? When you love what you do, it is important to you to do that job well. Passion is a powerful emotion that comes through in your message. When you are passionate, you are invested in doing your job well. Realtors know they can trust you to do everything you can to make the process work for them and their clients.

Passion is a love for the job. It is communicated through your attitude. Are you positive? Is it fun to be around you?

When you work to combine all these components in your mortgage broker marketing, you establish a level of trust and comfort with Realtors. And that trust builds into a great relationship that brings them back to work with you.

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About the Author

Go to <http://www.loan-officer-marketing.com> to get a free copy of Jeff Nelson's Marketing Planning Guide, a 20-page workbook designed to help you outline a strategy to become an Agent Magnet.