

Two Great Ways You Can Use Signs to Promote Your Mortgage Business

Today, the designing and printing of advertising signs has never been easier and the cost has never been cheaper. In my community, code enforcement keeps both the mortgage and the mattress sale signs off of the street corners and fines the perpetrators. That shouldn't be a problem using these two sign ideas.

1. Use empty shopping center store fronts to promote your mortgage business. Offer the property manager a great alternative to sometimes months of a vacant, ugly, and unsightly store front windows. Now...we don't want to rent the store...we just want to use the windows while the store is vacant.

In order for this to work for you, your signs must be professional, high quality, easy to understand, contain your contact information, and available immediately. When you get a "Yes" you want to be able to place the signs immediately before someone changes their mind.

Obviously, if another mortgage company is in the complex it's unlikely you'll be able to get approval and put your display in. Even if the store is under contract to be leased, the tenant is not moving in immediately. In this case, ask the new tenant for permission.

One loan officer I know sometimes pays a very nominal fee or rent to place his signs. His logic: Where else could he pay such low advertising space cost with such high traffic? Best of all...he gets results. This is another situation where it doesn't hurt to ask...many times you'll be surprised with the answer that you get.

2. After closing a home purchase or a refinance transaction, place a sign in the front yard that actually advertises the fact that you and your company handled the transaction.

Realtors/Agents love to leave their listing signs marked "SOLD" as long as possible for the free advertising and exposure that it brings. We can certainly do the same thing.

Purchase a few inexpensive two-sided yard signs that say: Successfully Financed by ABC Mortgage, Inc. Joe Smith Loan Officer (123)456-7890.

Use the same color scheme that FSBOs use in your area. In my neighborhood the traditional red and white (for high visibility) signs are used. Place your signs so they can be seen from each end of the street just like "For Sale by Owner" signs. Leave your sign in place for as long as your homeowner will allow it.

Why would you use the FSBO red and white motif for your signs? Answer: To attract from afar, potential home buyers that happen to be scouting the neighborhood and to then to promote your name and contact information. Don't knock this idea until you've tried it...it's a good one!

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About the Author

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