

## *The Solution is...*

*“Let me start by addressing your need for communication. I believe communication is the lubrication to a well run partnership, and smooth transaction. My team and I review every file every day and if it has it one of the following milestones (add) you will be notified that day by me or my team.*

*Monday afternoon at 4:00pm a complete status report is sent to you via email on all transactions in process. My commitment to you is to provide honest and timely communication with no surprises. I know this is important to you because of your desire for peace of mind.”*

## *The Solution is...*

*“Let me address your need for working with a loan officer with experience. While I might be new to the mortgage business, I’m not new to taking great care of customers. For the last 5-years I did that at a sporting goods store. My goal was to blow their mind in their in-store experience. The reason I chose ABC Mortgage is they have successfully closed over 20 Billion in homes loans. Their expertise in mortgage combined with my expertise in customer care is a one-two punch guaranteeing closed loans and faster commissions to you. I know this is important to you because you want to delight your customers and earn referrals.”*

## *The Solution is...*

*“Let me introduce you to the Buyer Retrieval Cross-Selling System. Every week, same day and same time, I will reach out to you and ask you a series of lead generation questions. Your answers present opportunities for me, on your behalf, to call and cross-sell you these potential buyers not yet committed to using you. By letting them know the power of our combined teams, the importance of obtaining pre-approval and having a mortgage plan, I’m usually able to bring back 10-20% of these leads as deals you would otherwise not have. I know this is important to you because growing your business gives you a sense of security.*”



## *The Solution is...*

*“Let me introduce you to the the Consumer Referral Program. This program is a based on the Circle of Cash Flow concept. (show) Essentially, every buyer we close, we strategically build unique and customized approaches targeting their centers of influence. Depending on the potential of a relationship, this could be as many as 12 cooperative contacts a year. Each is designed to create deeper loyalty for you and me, but more importantly, gain access to that persons sphere of influence. From there, my goal is to bring you buyer and seller leads. I know this is important to you because of your desire for financial security.*