



**MORTGAGE  
SALES  
MASTERY**

How A Mortgage Broker/Loan Officer Can Earn More Commission and Make More Sales In a Shorter Time Frame By Working Smarter and Using Less Energy...



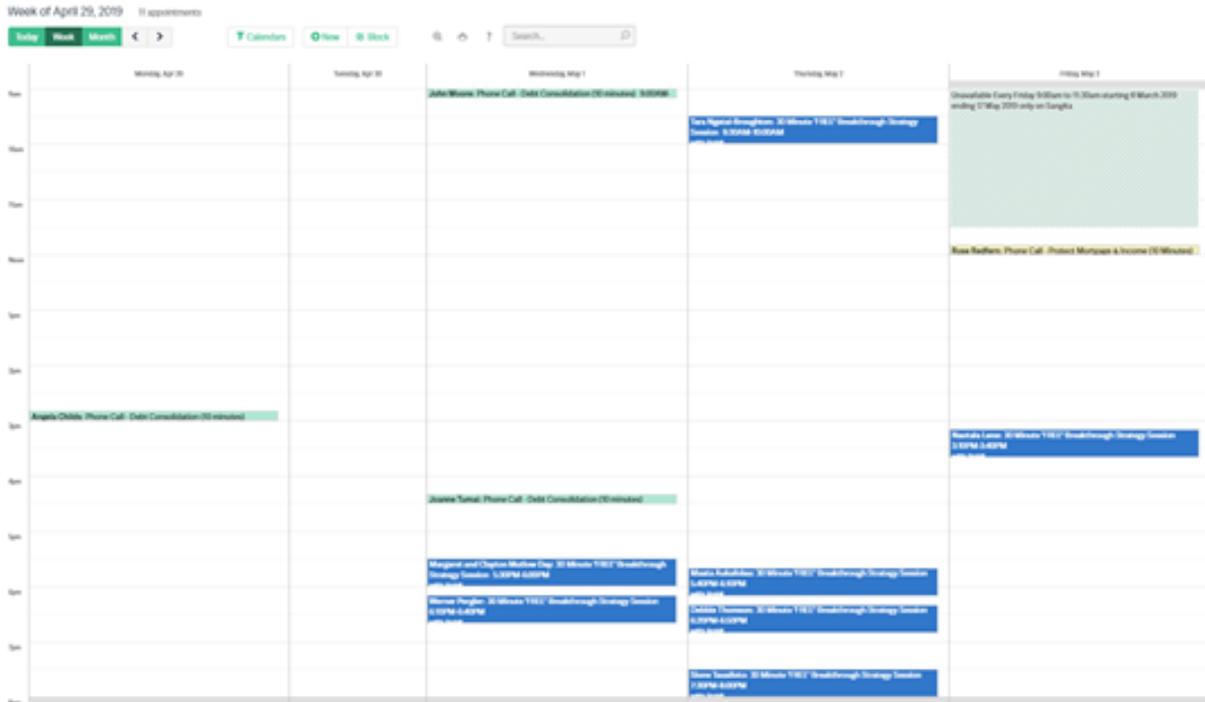
## GRAEME HOLM

- ✓ 101 pre-qualified mortgage customer appointments in 9 weeks
- ✓ All have been through his mortgage sales presentation
- ✓ All have agreed with an appointment to proceed
- ✓ Have completed a Financial Fact Find
- ✓ Have provided evidentiary documents
- ✓ Ready to go



# ROHIT RANCHHOD

- ✓ 7 pre-qualified mortgage customer appointments in 48 HOURS
- ✓ All have been through his mortgage sales presentation
- ✓ All have agreed with an appointment to proceed
- ✓ Have completed a Financial Fact Find
- ✓ Have provided evidentiary documents
- ✓ Ready to go





 **The McCloy Team - Home Purchase And Refinance Specialists** Sponsored · 🌐 ...

Renting in Colorado had become too much for us.

We had been playing the rental game for years...

The final straw was receiving a letter from our landlord saying that he was increasing our rent by \$150/month for... [More](#)



THEMCCLOYTEAM.LPAGES.CO

**How To Stop Paying Rent And Use The Money To Buy Your First Home**

  6 2 shares

 Like  Comment  Share

## NICHOLE MCCLOY

- ✓ Started her own Mortgage Business just over 60 days ago after working as a nurse for many years
- ✓ Generates between 5 and 7 pre qualified Mortgage Customer appointments every week
- ✓ Focusses on working with First Time Home Buyers



**MORTGAGE  
SALES  
MASTERY**

1. Demonstrate to you what is the fastest road to growing your commission payments each month/week /day
2. Explain why mortgage lead generation gives such poor results for the time, effort and money put in
3. Give you an insight into understanding exactly what type of people are the most profitable to deal with and what to look for so that you're not wasting your time with "tire kickers"
4. Introduce you to the most powerful mortgage sales tool in the world

The number one problem experienced by Mortgage Professionals across the World is simply a lack of quality clients to work with.



**ROCKET MORTGAGE<sup>®</sup>**

by **Quicken Loans<sup>®</sup>**



**Zillow<sup>®</sup> Home Loans**



**lendingtree<sup>®</sup>**

The mortgage customer is being bombarded on-line every day with simple marketing strategies that lure them to landing pages.

# The modern-day mortgage customer wants:

1. The ability to be able to access information that will solve their problem or deliver on their desire on demand.
2. To find a solution to their problem right now
3. To take action immediately.

The mortgage customer is  
only HOT momentarily.

# The modern-day mortgage customer wants:

1. The ability to be able to access information that will solve their problem or deliver on their desire on demand.
2. To find a solution to their problem right now
3. To take action immediately.

Why does modern day mortgage lead generation activity suck?

Because the quality of the bait used in online lead generation strategies determines the quality of the mortgage customer.

One of the greatest things about marketing on social media is, you get exactly what you ask for.





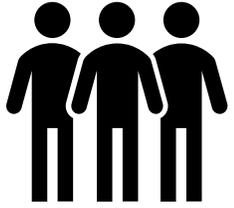
**Get The BEST**

**Mortgage**

**Interest Rate**

“Rate Shoppers” have no interest whatsoever in the value that you, as an MLO can bring to their lives, apart from getting them the best rate.

Anyone who has conducted an appointment with a mortgage customer knows that they are talking with them about what is likely to be the biggest financial decision in their life.



As a mortgage Professional, your goal must be to develop trust and confidence in the mortgage customer in such a way that you can lead them by the hand to their desire outcome.

**You need to understand that  
applying for a mortgage is  
simply a solution to an  
emotional problem.**

These people, who are driven  
by a purpose other than rate,  
make great clients.

These people need comfort,  
direction, support, education.

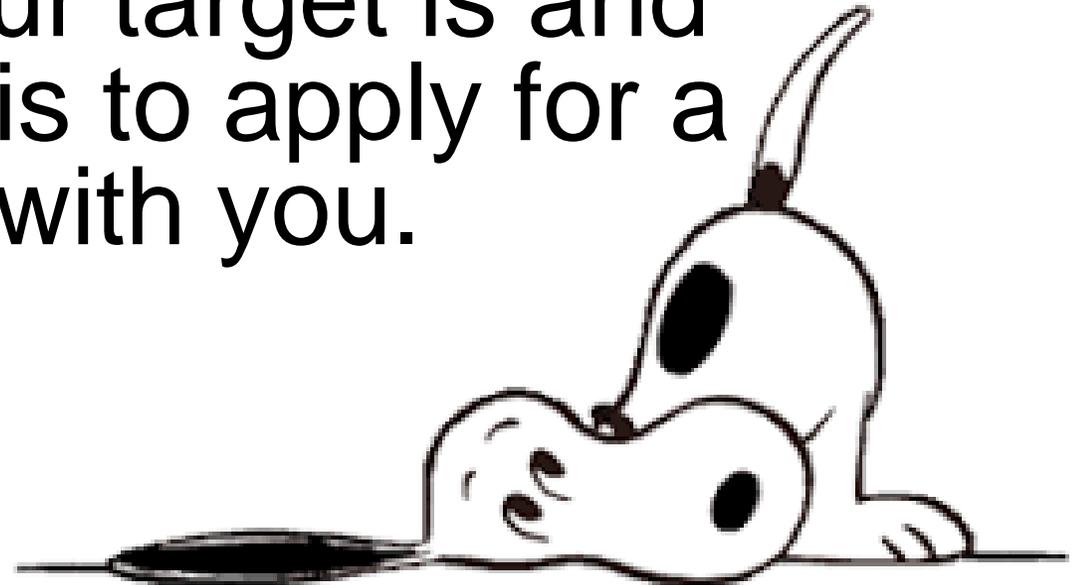
By engaging some Facebook Guru and leaving it to them to come up with some appealing marketing content, the default position is always that pitch about great rates and great service.





Mortgage Customers motivated by  
either desire or pain avoidance  
make the best mortgage customers  
to market to.

If you want to increase commissions and the number of sales you make each month, you need a very clear picture of what's happening in your marketplace, who your target is and what their motivation is to apply for a new mortgage with you.





Not everybody in your marketplace,  
getting around with a big red  
sticker on their forehead saying I  
need a mortgage, is somebody that  
you want to work with.

# Mortgage Customer Segments

# Mortgage Customer Segments

Bank Focused

# Mortgage Customer Segments

Bank Focused

“Do-It-Yourselfers”

# Mortgage Customer Segments

Bank Focused

“Do-It-Yourselfers”

Private Clients

# Mortgage Customer Segments

Bank Focused

“Do-It-Yourselfers”

Private Clients

Positively Charged  
Mortgage Prospect

# Mortgage Customer Segments

Bank Focused

“Do-It-Yourselfers”

Private Clients

Positively Charged  
Mortgage Prospect



# Mortgage Customer Segments

Bank Focused

“Do-It-Yourselfers”

Private Clients

Positively Charged  
Mortgage Prospect

Cardiac Surgeon's Marketing  
*"I am a great doctor if you feel sick  
talk to me"*

Cardiac Surgeon's Marketing  
*"I am a great doctor if you feel sick  
talk to me"*  
*= poor quality leads*

Who do you want to attract to your  
business?

*Significant Problem*

*Significant Goal*

*Motivated by Time Frame*

Unless you have had experience sitting at a kitchen table with a mum and dad talking about one of the most important financial decisions they'll ever make in their lifetime, you will never had had the opportunity to understand the analogy and details regarding the four segments of mortgage customers.

Social media marketing strategies,  
to be successful, must focus on  
presenting a unique service  
proposition to your marketplace.

**Market to people who are going to truly value what it is that you can contribute to their life.**

The people who make the most amount of money in the mortgage business, are those that position their unique service proposition as one that solves the problems of people.

What is the number one problem associated with the mortgage customer that we are seeking to attract?

Who is our target and what is their problem?

- *First time home buyer* – desperately want to move out of that rented property
- *Upsize Purchaser* – they have outgrown their home and need a bigger one
- *Debt Consolidators* – want one single low repayment each month

Resources and Tools available to  
sell our services.

*Website, business card, Facebook  
page, aligned with larger group,  
cellphone, PC or laptop, sales pitch*

**YOUR SALES PRESENTATION IS  
BY FAR THE MOST POWERFUL  
SALES TOOL THAT YOU HAVE.**

If you already have a sales presentation that has successfully converted a stranger into a client, you have proven that your sales presentation works.



Lead generation strategies are superficial when targeting the mortgage customer.

I need pre-qualified targeted mortgage customers who are positively motivated to achieve an outcome within a specific time frame and to have these types of people regularly book appointments into my calendar each week.

Imagine if you could polish your sales presentation so that it spoke to, and resonated with, your targeted mortgage customer time and time again?

NEW THOUGHT HERE

The most efficient and effective mechanism in making volume sales would be to assemble a room full of targeted clients, to whom you present your most compelling and influential mortgage sales presentation to them all at once.

Today, modern marketing platforms like Facebook and email can provide you with the opportunity of filling a room full of targeted customers.



Imagine you could record your own  
sales presentation as a narration  
over slides?



We would create  
A Mortgage Sales Webinar

Webinars are popular because they provide the mortgage customer with answers to their questions on demand.

If you could put your recorded sales presentation in front of those customers, who would otherwise be disappointed in their experience using one of the online lenders, then you are truly setting yourself up for success.

If you want to stay relevant, the shop front of the modern-day successful Mortgage Professional is an online webinar... which is the recorded version of the most powerful sales tool that you have in your corner.

Having your best version of your sales presentation recorded as a webinar, only solves 50% of your problem.

And so that other attribute to make this machine become the most powerful mortgage sales tool on the planet is you need to be able to send volumes of people to view it.



Produce a trailer, ahead of the  
webinar, to ensure our webinar  
becomes a box office success



Graeme Holm/Infinity Group



Sponsored ·

Even though we were on good incomes and paying off our mortgage – we struggled with our money and would run our cards up to their limit each month.

That was until, we learned about a secret, that our bank never... [More](#)



INFINITYGROUPAUSTRALIA.LPAGES.CO

**Ex Banker Reveals To Couple The Secret To Wiping 10 – 15 yrs Off A Mortgage Term.**

72

70 comments 20 shares



Like



Comment

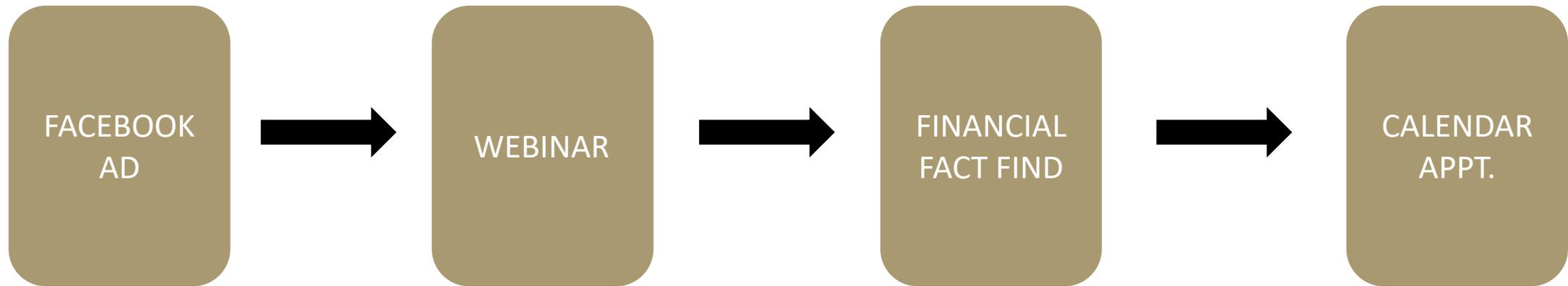


Share

[Refresh preview](#) • [Report a problem with this preview](#)



# Would this work in my marketplace?



How can you get this working in  
your marketplace asap?

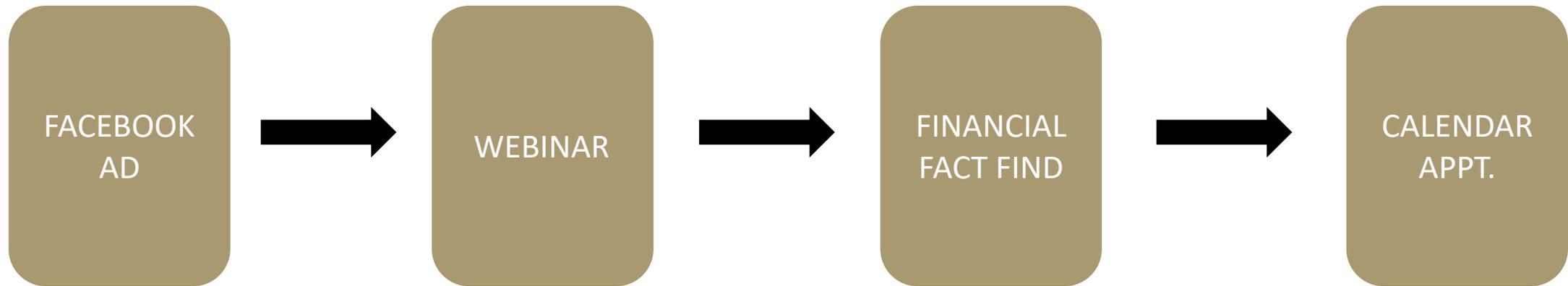


**MORTGAGE  
SALES  
MASTERY**



The content is all about your ability to see the world through the eyes of those very people who are already predisposed to engaging a professional to help them achieve their goals.

# The world's most powerful mortgage sales tool is your own webinar



This type of mortgage customer sees no value in having to meet with you face to face in person, they are happy to meet you through a medium like Skype or Zoom.

These people have sat through your  
complete Webinar presentation.