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## Opportunity Advantage

### 58 areas of mortgage referrals

By Michael F. White CMPS™

Loan officers and managers often come to me looking to increase the number of referrals they see coming in on a daily basis. In fact, I think the desire to generate “leads” or referrals is the most misunderstood area of our business. Most of the mortgage business is clearly defined in black and white. The entire industry has specific rules and requirements to either qualify for a program or not. If most of us spent time doing the things we clearly could do instead of playing in the grey areas trying to find something “new”, we would have all made more money and avoided much of the drama and heartache we currently see.

Opportunity to do loans is everywhere. The trouble is we aren’t looking for it. I often “find” two or three loan opportunities for my clients each time I go to do a site visit or training. Clients are often amazed at the ease of which people identify themselves as opportunities to do a loan or refer a loan. This e-book is designed to help provide direction and to get you to start seeing the loan opportunities that are in front of you every day.

This topic is often the last hour of training I do and I call it 58 ideas in 60 minutes. It helps loan officers and their managers expand their thought processes as to what you can do today, right now, that will bring loan opportunities to you on a regular basis. Let’s be honest, you don’t have to create loans to become highly successful. Loans close every day all around you. The reason people didn’t use you to do the loan often isn’t because they didn’t like you. It is because they didn’t know they were supposed to use you!

While each area could be an individual e-book to completely go through it, I will just plant the seeds so you can decide for yourselves what sounds like something you would like to do. We will explore the way you might create an action plan and put it to work right away. Remember, you need not master any of these concepts. In fact, I teach my private clients a very simple formula. Pick any 5 areas and focus on one area for just one hour, once a week. If you can become just mediocre at each area, the combined result will give you an extraordinary outcome. In fact, just gain above average competency in any three of the areas you can achieve extraordinary results.

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While some of these areas will tend to overlap each other and can be applied to other target areas, I have put these 58 ideas into 8 different groups to try and make it easy to follow and understand. The 8 groups are:

Realtors®  
Civil Service/Non-profit  
Consumer Direct  
Other Professionals

Attorneys  
Teaching/Mentoring  
Business/Merchants  
Tools

## **Realtors®**

The single largest area of discussion when it comes to the questions asked by mortgage professionals, about how to do more business, is about Realtors®. The best answer I can give anyone in this area is to look at the facts. About 30 to 35% of all purchase loan referrals are still generated by Realtors®. The keys to this business is spelled out in one word; VALUE. How do you provide value to your Realtor® referral partners and stay on the correct side of the law? Simple, create a plan that makes it easy for the Realtor® to refer you by providing exceptional value to their customers. Provide information, education, and options for people that make the process easier! Many of these ideas are contained in a CD set that I produced with my good friend Terri Murphy. Terri has been a nationally known author, speaker, and Broker for more than 25 years. Together we go through a series of specific steps in our presentation “*Golden Partnerships*”.

Here are ten simple areas you can look into that will help you build strong and lasting Realtor® relationships.

**#1) The Home Buyer.** Mortgage professionals have always courted Realtors® to refer them their potential home buyers, but we often aren’t clear on what we want and how we want it. Be clear about what information you want and how you want it delivered. Be clear about how quickly you will communicate with the potential buyer, and if you can’t contact the prospect, communicate that back to the referral partner and seek their help.

You can’t just hope the Realtor® will remember to give out your card. In fact, you can’t be certain they will give out just your card! While the so called “3 card rule” isn’t a law in any of the 50 states, you would be surprised at the number of people to believe such a law exists.

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You need a specific plan on how they refer you and how you collect that information in a timely fashion. Generally speaking, I suggest you collect “news” on Monday and Thursday. Monday gets you all the new people from over the weekend, and Thursday is a great time to review with your referral partner those they plan on showing property to this coming weekend. Learning how to communicate the time frame in which you plan to follow up is also a critical ingredient. You should always communicate with a referral in less than twenty four hours. If you fail to reach that referral on the first attempt, you must try to contact that client each of the next two days. If you fail to reach that referral on the third attempt, you need to contact the agent and let them know you tried three times to reach the referral and failed to make contact, what would they like you to do?

What often happens is that the Realtor® sends you a referral; you try to contact that referral and only manage to leave a message. Then the referral speaks to the Realtor® again. When asked if they have spoken to you, they reply that they haven’t! You need to control the follow up and the communication schedule. If you don’t, nobody else will.

**2) Listings.** The most often overlooked opportunity in mortgage lending is Realtor® listings! These are people looking to sell a home. Most likely they are going to be purchasing another home in your service area. Why wouldn’t you get involved in providing value to that potential client?

In my e-book “*The 2% Solution – The 2% Advantage*” I provide you with a step by step plan on how to send important information to both buyers and sellers of property. The minimum you need to do is provide a simple third party endorsement letter in support of your Realtor® and offer to do a “Pre-purchase Analysis and Identity Theft Screening for the home owner. Home finance guides are also a simple item that is low cost and can provide significant loan opportunities. You must have this plan in writing and the Realtor® must see the plan and acknowledge each person’s responsibility to the plan.

**3) Help us pick your new neighbor.** This is a simple spin on the old fashion real estate procedure of the 10-10-20. Realtors® have been taught for years upon taking a listing to walk to the houses on either side and across the street (hence the 10-10-20) to let those homeowners know that they have a home listed for sale in the neighborhood and ask if they know anyone that might be interested. While this certainly helps promote the sale of the home,

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the mortgage professional has additional motivation in talking to these 40 home owners. Nosey neighbors turn into refinances and purchases! Having a conversation about a person's home provides an opportunity to manage that obligation. The mortgages you have under management equals origination opportunity.

**4) Open Houses.** I don't mean for you to pay for lunch. I want you to help orchestrate a significant open house. Home finance guides, signing in attendee's to be sure of proper information, calling or sending invitations to prominent Brokers and the neighbors can again help you engage in meaningful dialog with people who will need home financing. What about putting together a mammoth open house-a-thon featuring all the homes listed by a particular office or company in your area for one set date and time? 50 or 60 homes in one day will generate significant opportunity. Not to mention have your Realtors® signs all over town! Create an event mentality.

**5) Home Caravans.** With so much inventory on the market, help organize a home caravan. This can group similar homes along with trade up and trade down possibilities. Sometimes filling a few cars and following each other around town, other clients that will charter a bus and provide a detailed listing book for 15 or 20 agents. They have them complete opinion cards on each home to help the listing agent with critical feedback on the property. This is also a significant networking opportunity for the mortgage professional as well as a sponsorship opportunity for a title company, appraisers, home inspectors, car dealerships, handyman services, attorneys, landscapers, plumbers, electricians, contractors, builders, restaurants, and many more retail and service businesses are happy to help you provide an outstanding experience.

**6) The One Day Sale.** There have been a few companies that have attempted and executed the one day sale. This requires the help of a number of Realtors®, appraisers, title companies, home inspectors, and of course your staff. The idea is to gather properties that are listed for sale, and hold a special one day sale. All the homes would be inspected, appraised, certified, and priced for instant sale. People would have to be qualified in advance, or bring their documentation and become qualified before they could go see any qualified properties. The idea is to sell as many homes in one day as possible. Local radio and TV stations often provide significant coverage and

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local newspapers also love the event. It takes a large amount of planning, but can provide significant exposure for you and your referral partners.

**7) Renters.** The fact that more Realtors® don't work more closely with mortgage professionals in marketing to renters is beyond me. This may just be the most significant joint event of all the tools. Gathering a list of rental properties and marketing to them on a monthly basis should be a no-brainer. Why wouldn't you send a renter a mailed campaign that promotes home ownership? A little work identifying rental properties and homes that these renters could easily afford provides significant returns. In my White Paper, “Water boils from the bottom”, I explore this in great detail. I then took this one step further this year by writing “The Economic Stimulus Advantage” which details how to take a family that is renting, and using their tax refund, economic stimulus check, next months rent, and their security deposit, we move them into a home!

**8) For Sale By Owner.** Much has been written and often little done to identify and help the FSBO. In my book “*The FSBO Advantage*” we explore all the steps in finding, identifying, and supporting those people who are trying to sell their homes on their own. While most mortgage professionals think this would be contrary to building better Realtor® relationships, it is quite the opposite. Include your Realtor® partner in helping you assist the FSBO. Since a large number of FSBO's end up listing their property with a Realtor®, you will have given your partner a clear advantage at that listing.

**9) First time Homebuyers.** Why would you not become involved with your Realtor® referral partners in finding and helping the first time homebuyer? Yes, they take a little more time and energy than those that have purchased before, however it is well worth the effort. My experience has been that about 21% of my closed clients have referred me a prospect. With first time buyers that number jumps to 43%. Why you ask? Well, first timers tend to have a sphere of influence that includes many that would like to buy a home but didn't think they were able. Providing professional guidance and a smooth transaction combined with asking for additional referrals will result in a significant improvement in your overall business model.

**10) Trade-Up homeowners.** How many times has a homeowner come to you asking to refinance? How many times did you explore the possibility that trading them up to a bigger and better property may just be the best financial choice? What if it only happens once or twice a year? Would

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providing your Realtor® referral partner with a listing and a purchase is worth asking the question? What if trading up can be a good idea for many people who just want to refinance to “save some money”; since most people don’t ever put those “savings” to work, leveraging their current equity and lower interest rates into a larger home may work out to be a solution. Besides, when every other mortgage professional was out there refinancing hundreds of clients a year, my people were looking into trading up. While they still did their fair share of refinances, they did find a number of people for whom trading up was a great deal. During that time, they maintained those significant Realtor® relationships so many people are trying to generate now!

The next 8 areas are all in one field of business. This is the world of attorney referrals. In my book, “*The Attorney Advantage*” I share with you detailed strategies on how to work with all different types of attorneys. I would like for you to think about each of the 8 areas and see if any or all of them would likely work as part of your business model.

**11) Divorce Attorneys.** By far the most significant opportunities are to be found in building a relationship with a Divorce Attorney. Why you ask? Well, most divorced couples have a home that either needs to be sold to one of the parties or sold to a third party. Either way, your ability to provide value to that attorney is huge! When a person consults a Divorce Attorney they are looking for advice and counsel. They are also looking for protection! As a mortgage professional you have a few valuable tools to assist in this area. By reviewing a credit report of the client, you will find all the accounts that are the responsibility of that client, the current balances of those accounts, as well as the credit limits on those account. Since all joint accounts must be closed to ensure protection, you will have a stamp in time as to the liability of each account. Also, as a qualified mortgage professional you are aware that simply signing over the deed does NOT absolve that client from financial responsibility for that loan. By creating value for the attorney and the client, you will have an opportunity at as many as three loans.

**12) Estate Planning Attorneys.** Interested in doing reverse mortgages? How about doing loans for people trading down to a retirement house? More than ever, Estate Attorneys are finding real value in having a skilled financial professional to help field those questions and provide professional information. As the average life expectancy continues to grow, along with

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the number of those facing retirement, having an Estate Planning Attorney relationship can provide a steady stream of new business.

**13) Bankruptcy Attorneys.** With the sub-prime business all but gone, bankruptcy may be the avenue people will take. Having a solid relationship with a good Bankruptcy Attorney can help you in two ways. First, if you have a client that may need a consultation. Second, you might be required to assist in a short sale. If you master the reality of what types of loans can be done in today’s new market, you will help your Bankruptcy Attorney referral partner provide significant value to their clients as well as your own.

**14) Criminal Attorneys.** The fact is, sometimes criminals own homes. Sometimes friends and relatives will refinance a home or require some kind of home financing to pay for a legal defense. You may not think this is an area for you, but it is an opportunity.

**15) Real Estate Attorneys.** Depending on the state in which you practice, Real Estate Attorneys may be more or less involved in a transaction. I have found that a couple of really solid attorneys can really become referral machines. As is the case in all areas, when someone’s attorney refers someone, the client is likely to follow that advice.

**16) Tax Attorneys.** One of the hidden gems of the referral business, Tax Attorneys can be a solid source of referrals. Complicated tax returns and high income borrowers tend to have a relationship with a skilled Tax Attorney. Don’t think for a second that your market is void of these opportunities. Everyone pays taxes. If they don’t, you can be sure they will find this referral partner sooner or later!

**17) General Practice Attorneys.** Often the most trusted advisor in a person’s network, this field of law sees a little of everything. Becoming a valued resource to this area of law can get you in front of dozens of clients each year.

**18) Corporate Attorneys.** Now this will be one area that some of you may never come across. Those of you in larger markets may have a significant edge in this area. However, all of you can keep your eyes open for Corporate Attorneys. They are often involved at the highest levels of the business world. With access to those who move and make markets, many a well

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placed introduction to high dollar mortgage opportunities can be found from a Corporate Attorney.

The next 10 areas we will explore are to be found in Civil Service, Military, and Non-profit Organizations. These fields of business help generate significant opportunities just by getting involved. Remember, we are not trying to generate new business; we are just trying to get in the way of business that is already going to be done.

**19) The Police Department.** Everyone knows where to find them, but very few offer to help them. I have had originators generate dozens of loan opportunities by dropping off a flyer offering discounts to the men and women in uniform. Regardless of local, county, state affiliation, they all have the need and the income to afford a home. Doing workshops that feature programs such as “The Officer Next Door” can really boost your business. Do a great job for one Police Officer, and you will quickly find many more.

**20) The Fire Department.** Just as easy as the Police Department, the men and women we call on in an emergency situation also need our help. Regardless if it be a professional department, or a group of volunteers, this is a group that deserves value and will spread the word when they find it.

**21) Teachers.** There is a school almost every where. Just like Police and Fire Departments, a single school can become a wealth of opportunity. Join the PTA, become a class mom or dad, sponsor an event or activity and get involved. Teachers buy houses.

**22) Churches.** What better way to do business and help a community than by creating homeowners from any congregation? I have helped mortgage professionals establish “Finance Ministries” and provide direction for members that want to buy into the community. Churches can also establish gift programs to assist with down payments and closing costs. If you are active in your church, why not commit to helping others with the American Dream?

**23) Chamber of Commerce.** Another great vehicle to become active and known in the community is the Chamber of Commerce. I don’t want you just to join. I want you to get involved. Be a doer. Make things happen. Use your networking skills to bring people together and help promote one

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another. Imagine providing a home buyer’s coupon book to all your closed loans that featured all the members of the Chamber of Commerce that offered discounted or free goods and services? Now that is value!

**24) The Little League.** Again, it could be baseball, football, soccer, wrestling, tennis, bowling, or any event that is an organized effort to support children’s activities. Every year I used to help sponsor the annual Little League Parade with one of my Realtor® partners. We would rent an ice cream truck for the day, hand out tickets for free ice cream to all the kids. We gave out T-shirts to the kids and had balloons everywhere. I would sponsor a team and invite my employees to come to the games. After the games, win or lose, we would invite our team out for pizza. The kids had a great time and so did we. Oh yes, we would do about 5 loans a year for having a great deal of fun and spending a little bit of money. Well worth it.

**25) Charity Organizations.** A while back I worked for a company that was really involved in breast cancer research. Having lost my mother to breast cancer, I can’t tell you how strongly I felt about that. This company would donate \$100 for every closed loan to The Carol Baldwin Foundation for Breast Cancer Research. We did really good work and raised tens of thousands of dollars for this group. Yes, it did bring us business and helped us generate opportunities we would never have had. More importantly, it was a good thing to do. One of the companies I did loans for was heavily involved with Habitat for Humanity. Again, great work for an outstanding cause.

**26) Hospitals.** Large staffs of well paid employees make for a great pool of opportunity. Busy professionals need help. New doctors need help. Hospitals are always looking for additional employee benefits as well as tools to raise money. Getting involved with your local hospital can really be rewarding.

**27) V.F.W. & Military Bases.** Large numbers of Veterans need help buying homes. As more Veterans returning home from Iraq and Afghanistan will need help getting started in their new life. VFW halls and Military Bases are a valuable source of opportunities. If you know how to do VA loans, get involved. If you don’t, learn how!

**28) Clubs & Lodges.** There are dozens of clubs and lodges that people belong too and are affiliated with. My uncle was very active in the Elks

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Lodge and he always did business with a fellow “Elk”. I don’t want you to join just to do loans. I want you to do loans if you should choose to join. The next 7 areas of opportunity come from sharing and teaching. Credit and money management issues are very much front of mind topics of conversation. For the last 7 years, identity theft has been the fastest growing crime in our country. With all the tools and all the changes that happen on an almost daily basis, a skilled mortgage professional can really increase lending opportunities by educating, training, and mentoring. Here are just a few ideas.

**29) High School and Colleges.** Working with local High Schools and Colleges to help provide real life information about credit, financing, and the realities of lending can go a long way in generating lending opportunities. Just like working with little children and your local PTA, High School and College students have a real need to understand what you already know; credit score is KING! Many schools would love for a mortgage professional to explain credit and lending issues. Working with young adults will lead you to their business, their friends and families business.

**30) Internships and Scholarships.** Many mortgage entities have a real need for skilled computer work. They also can’t afford a full time or even a part time IT professional. Have you ever thought of offering an internship to a student at a local High School or College? Many of these kids have more computer skills than you would ever need and would love to make ten or twelve dollars an hour a few hours a week to work in your office. What if you had a relationship with a High School or College and offered a scholarship to a deserving and qualified student from the business or computer schools?

**31) Human Resources.** How many companies have Human Resource departments that are always looking for relocation help and homes for new employee transfers? How many companies would love for their employees to own homes in the local community? Why couldn’t you be that person?

**32) New Agent Training for Realtors®.** How many real estate firms are out their begging for training? How many new real estate agents get into the business and know little to nothing about mortgage lending? An excellent opportunity to build new relationships can be found by helping train new agents in the mortgage area. Local real estate boards and companies are always looking for educational opportunities.

**33) CMPS™ Certification and Continuing Education Opportunities for CPA’s and CFP’s.** By obtaining and maintaining a CMPS™ Certification, you will instantly be in a position to provide continuing educational opportunities to other professionals. In fact, the basic program has been approved in most states and the material is already in a powerful program that is ready to go. Imagine the referral opportunities you will be exposed too when you become the teacher to these powerful referral financial professionals?

**34) Help Train and Mentor other Loan Professionals.** What easier way to help recruit new loan officers to your team or to your company is by helping grow their business. Obviously you never share all of your information, just what they need to know to grow their business and help grow your bottom line.

**35) Credit Counseling.** In my opinion, a mortgage professional will have to become the credit conscience of their clients. It will be your job to get all of your client’s credit scores above 720 and help them keep it there. Credit score is KING! Nobody in this country legally is more than 2 or 3 years from home ownership. Most can be ready in months not years. You have to know how to do this. You also must have a procedure in place to be certain you get paid. You don’t have to do all the work. You just have to share with your client the path and the plan and then follow up to be sure they are moving forward. Annual Mortgage Fitness Check-up & Identity Theft Screening is a powerful tool to keep you and your clients in touch and on target. The Pre-purchase Analysis & Identity Theft Screening helps everyone else be prepared to finance a home at the lowest possible cost.

Consumer Direct Marketing is the next area we can discuss. I have chosen to go through only 8 areas specifically but there are literally dozens of spin off ideas that you can insert using this as a template. Some are locations and some are target groups, while the rest are the medium of the message.

**36) Home Centers.** Hundreds of people flow in and out of Home Centers. All of them have one of three specific needs. They don’t own a home and wish they did. They own a home and it isn’t all they wish it would be. They own a home and wish they owned a different one. The good news is you can help! Simply handing out a flyer to people leaving the home center can create dialog and generate calls and website hits.

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**37) Laundromats.** Same three types of people frequent Laundromats. Placing an informational tear sheet in a Laundromat can generate many opportunities. After all, people will read anything in a Laundromat!

**38) Shopping Malls.** Just like the home center, hundreds of people an hour enter and leave Shopping Malls. Getting a kiosk or just walking around with a clip board with a few one dollar bills hanging from it stating, “Ten Questions, One Minute, One Dollar!” will help you gather a wealth of information. Every one needs a place to live. I want you to finance it! Generate information for your database and loan opportunities by asking simple questions. Name, Address, phone number, email address, own or rent, if own how long, if rent why, children, hobbies, interests, and do they have any questions about credit scoring or the new lending criteria?

**39) Senior Centers & Senior Citizens.** Reverse mortgages are a great deal for a small fraction of the senior community. The rest need to trade down or keep deductible interest in alignment with withdrawals from retirement funds. Your knowledge can lead to huge opportunities. Seniors talk!

**40) Bridal Shows.** Why not get involved in an area of high traffic that has little to no competition? Bridal Shows are an excellent place to get in front of many potential home buyers. Did you know as a Direct Lender, you can have people register their bridal gift with your mortgage bank to help with the down payment or closing costs for a FHA loan? Hundreds of people who either own homes or would like too are attending Bridal Shows, shouldn't you be there?

**41) Print Advertisements.** Many people do them and most of them are done wrong. Don't sell the obvious. Rates and service are expected. Nobody runs an ad about high rates and lousy service. Nobody cares how many millions you sold or how long you have been in business. Information, education, and options are what people need to have. 100% of truth, 100% of the time is what they want. Make it easy to do business with you and incorporate the 3 rules of an ad: Headline – Compelling Copy – Call to Action. Often you are better writing articles and posting information than just placing ads.

**42) Radio.** Commercial radio spots work great over time. Make it fun, make it easy to identify, and make it consistent. TV ads and cable ads can be the same, just more money. However, why not do a show or segment? Become the “go to” mortgage professional when the station needs a professional

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opinion? Don't make it about you. Make it about the value you can bring to the customer!

**43) Direct Mail.** Post cards work well. Letters are better. Cards will make you rich. Thank you cards, Birthday Cards, Anniversary Cards, Holiday Cards, and Cards that just let people know you were thinking of them will provide you business for a lifetime! Don't believe me? Go to my website and try sending out 5 cards for free. Yes FREE. I pay for the cards and the postage. If you don't get a call thanking you for the cards you sent, you lost nothing. If you do, I will share with you all the secrets of making money by sending out cards. Go to: [www.sendoutcards.com/michaelwhite](http://www.sendoutcards.com/michaelwhite). The banner at the top will invite you to send out up to 5 cards for free.

The next 7 areas incorporate ideas on working with businesses. I have used many of these ideas myself, or with my coaching clients. We learn new things everyday.

**44) Restaurants.** Everybody has to eat. Every Restaurant would like you to choose them. Many Restaurants have slow times or slow days. Others are just happy to promote their business running specials. Why wouldn't you want to help promote a place you like to eat at and provide value to your clients? Oh yes, do you remember to let people know who you are and what you do? When you leave a tip, do you write a thank you note on the back of your card that said, “Thank you for such fine service, I hope to provide you with the same some day.”? Does the coffee person know who you are and what you do? Does your mail carrier own a home? Did you do the loan? Why not?

**45) Trades People.** HVAC, Plumbers and Electricians are great referral partners. They are also good to refer if you have a good one. Have you ever needed a Plumber? Know where to find a great Electrician? Need help with your central air unit or furnace? Great Trades People meet hundreds of other people. All of whom either own a home, or should seriously think about it.

**46) Contractors.** Become the financing arm for a great General Contractor. Home renovations can easily run into tens of thousands, if not hundreds of thousands of dollars. The cost of financing it wrong could be staggering. A skilled mortgage professional to help the process and make the transaction a much calmer experience for everyone involved.

**47) Builders.** Many Builders have lost the ability to provide mortgages for their clients. As regulation and the market downturn continues into the future, a Builder would welcome a true professional to assist them with home financing. No longer are they thinking how easy your job is and how they can make the money off the loans. Now more than ever builders need a skilled professional to make sure people can be financed and that the deals really close!

**48) Dry Cleaners.** Everybody needs a good Dry Cleaner. Now more than ever before, Dry Cleaners are picking up and delivering to their client’s homes or offices. As a true service business, Dry Cleaners look for new opportunities everyday, why not get involved? Do you have a great Dry Cleaner? Do you want one?

**49) Landscapers.** If you own a home, you might just need a Landscaper. Landscapers work with home owners and home investors. Realtors® and bank representatives also need help with foreclosure properties. Landscapers deal with hundreds of clients that either own homes, or control homes for sale.

**50) General Merchants.** Merchants always want new business. They also know about referrals. Many merchants pay hundreds and thousands of dollars to advertise their businesses. Using my “Merchant of the Month Club” I was able to provide value for my clients and opportunities for myself and my Merchants. This concept basically features one product or service provider in your area to offer a free or discounted product or service to your clients in your database on a monthly basis. It may also allow you the opportunity to do the same for their database as well. You promote twelve businesses a year, and twelve businesses promote you! Value for the client and opportunities for you and the Merchants involved.

The next three areas are pretty obvious but few mortgage professionals really choose to get involved with the following other professionals.

**51) Certified Financial Planners.** One good CFP can be the source of dozens of loans annually. Being in a position to provide an important financial service for financial planning clients can provide a mortgage professional with an abundance of loan opportunities. Most CFP clients will benefit from the Annual Mortgage Fitness Check-up & Identity Theft Screening. Since most people have incorrect information on their credit

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reports and since keeping a credit score above 720 now has huge financial benefits, just providing this service alone will earn you many new loan opportunities. A simple letter from “The 2% Solution – The 2% Advantage” to a Financial Planner and their clients is a great value added service.

**52) Accountants.** Most mortgage professionals fail to see the advantage of being involved with an Accountant. I like to suggest that a great CPA can be as effective a referral partner as anyone. Large professional database, continuous important contact with clients on an ongoing basis, and the ability to help support you at trainings and seminars with strong professional information makes this relationship a winner. Leverage this relationship in the fall when most Accountants are slow and looking to get involved.

**53) Insurance Professionals.** Yes, I know, you only think about Insurance Professionals *after* you have the application in process. However, just like the Certified Financial Planner, Insurance Professionals have large databases with both renters and home owners! Use the “Annual Mortgage Fitness Check-up & Identity Theft Screening” and the “2% Solution – 2% Advantage” letter with this group as well. Also, Insurance Professionals are also great at seminars and to help support other events.

So now we reach the final count down of the last five opportunities. I call these “The Tools”. These five tools can help automate and facilitate your business in outstanding style and professionalism. In my opinion, these are the five tools you need to master in order to make your clients and your referral partners understand your commitment to your mortgage practice.

**54) The Turning Point®.** There is no better way to control your database and maintain relationships than the new Mach3 system. Not just a card and cookie company any longer, this technological industry leader is the ultimate in quantification and tracking your clients and leads. Complete library for mortgage specific topics and client relationship management, it auto-populates right from your software into a fully comprehensive communications platform. Track every lead by every referral partner. Survey and communicate with your clients by mail and email in seconds! “Clients for Life” begins with The Turning Point.

**55) Call Capture Technology.** There a few companies that can provide you with this important technology. None are better or provide greater value than you can find at [www.automaticleads.com](http://www.automaticleads.com). If you need help generating leads,

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then you need to look at this service. Use my code to save money “MW5674” on any products or services. If you need a system that delivers information all day, all night, weekends, and holidays, then call capture is the way to go. Track every call. Know why and when they called and the information they requested. If you need to know why somebody called you, call capture is the way to go.

**56) Mortgage Coach®.** For professional reports and client comparisons, there is no better product or service than Mortgage Coach®. This is an industry leader that will never let you down. Top quality information at your fingertips. Just master the simple activity of providing loan comparisons to your clients and all of your Realtors® listings and you will find loan opportunities that you have missed before.

**57) Mortgage Market Guide®.** Barry Habib, Sue Woodard, and all the professionals at MMG provide timely and accurate information on the mortgage markets. Invaluable if you have the real facts as to why rates are where they are, and why they may go someplace else! Professional looking presentation for your referral partners, and important information and scripts as events change everyday. If you are not connected, you will have missed it. Never lose money on a loan again because of rate fluctuation. This tool more than pays for itself the first time you use it.

**58) [www.sendoutcards.com/michaelwhite](http://www.sendoutcards.com/michaelwhite)** is a tool I strongly suggest any professional or anyone who has clients use. The ability to send out a personal post card or greeting card in seconds without the hassle of going to the store, everything you need is online and shipped in seconds! If you aren't automatically sending out personalized thanks you cards, birthday greeting, holiday and anniversary acknowledgements, you are losing a great opportunity to maintain your relationships. Five cards a day will keep opportunities flowing your way!

**BONUS #59)** How can you not maintain your education level and access to some of the finest minds in the mortgage industry without belonging to [www.mymortgagecommunity.com](http://www.mymortgagecommunity.com)? Just a few minutes once a week will keep you posted on many free and low cost training opportunities. How do you maintain your status as a true mortgage professional? Get connected with [www.mymortgagecommunity.com](http://www.mymortgagecommunity.com) and keep informed. Use my code: WHITE50 to get your first month for just \$1.00. If you don't think it was

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worth every penny and more, just write to me at [mike@uslearning.com](mailto:mike@uslearning.com) with your name and address and I will send you the dollar back in cash!

Opportunity is everywhere! You don't have to create mortgage business; you just have to get in front of some of the business that takes place everyday! Find just 5 of these topics you would like to try. Schedule one topic each day of the week and commit to working on it for just one hour each day. These strategies are currently working in all different markets in all sections of the country. Some work better than others in certain areas. But nothing will work if you don't establish a plan of action and schedule the time to do it!

In the first books in this series we have learned to understand why we are in this business and what professional standards we wish to establish for ourselves. We have also talked about the importance of understanding where business opportunity comes from and how important it is to leverage each referral into other referrals for yourself and your referral partners.

We then discussed the importance of scheduling yourself effectively and to understand the specific actions you take that truly generate new business, close the business you have generated, and live a quality and balanced life.

After that we went in depth to discuss the importance of effective communication skills and the ability to have a plan for each communication along with a time frame in which to complete it. This then lead us to understanding the value of keeping score and to truly quantifying your results.

Almost everyone will state that all they need are more leads. I have argued this point for many years. Nobody needs leads. We all need to understand and identify opportunities. They are right in front of us everyday. I have listed some here and there are many, many more. I am certain you have already thought of a few I have not included in this list. The point is, with all of this opportunity around us, why aren't we doing more loans?

The answer is simple, we don't focus on the opportunity when it presents itself, and we don't have a plan for what to do when it does! When opportunity knocks, please just answer the door!

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The Opportunity Advantage is the seventh of a series of e-books by Michael F. White CMPS™ that looks at challenges facing the mortgage and real estate communities and provides a complete plan on what is actually taking place in our markets. When change happens, you need a plan and a strategy.

Seven years as a coach to mortgage professionals and companies all across the country when coupled with more than 20 years directly involved as an originator and manager in residential loan originations has given Mike perspective to not only understand the mortgage business, but the insight on how to take information and prepare a message and a plan for any market.

The complete 3 hour training for “The 2% Advantage – The 2% Solution” with nationally known author, trainer, and speaker Terri Murphy training your Realtor® referral partners and Michael F. White providing a 4 hour follow-up training program and 90 day follow-up for \$7,500 helps get out the message and follow-up with results.

Individual coaching can start with an initial investment of \$1,500 for a 90 day fast start program for originators and \$1,995 for executives.

Two day corporate trainings for originators and managers with a 90 day accountability follow-up program start at \$7,500.

One day trainings for \$3,000 include any four topics:

“The Referral Triangle” “Business Planning for the Mortgage Professional”  
“Success Scheduling” “Merchant of the Month Club”  
“The 2% Solution” “Marketing to Renters”  
“Golden Partnerships with Realtors®” “Marketing For Sale By Owners”  
“The Complete Plan for Call Capture Technology”  
“How to Really Keep Score as an Originator”  
“Educate Your Way to More Referrals”

Contact Information:

Michael F. White CMPS™

[Michaelwhite1956@yahoo.com](mailto:Michaelwhite1956@yahoo.com)

561-685-9507

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## **Training Credits for Michael F. White CMPS™**

1984-1986 LoVuolo & Company Mortgage Brokers  
Junior loan Originator  
Loan Originator

1986 LoVuolo & Company Sales Manager  
Personal Loan Production \$68,000,000  
Managed and trained 8 loan officers

1987 Shelter Funding Corp. Sales Manager/Regional Manager  
Personal loan production \$31,000,000  
Managed 2 Offices and 16 Loan Officers

1988 - 1996 Atlantis Mortgage Consultants  
Partner  
Loan Originations/Retail Mortgage Originations

1996-2001: Program designer and trainer SmithHaven Mortgage/L'Argent Funding

New Agent Training for National Homefinders/Signature Properties  
Senior Citizen Home Seminars  
FSBO training Seminars  
Time Management Seminars  
Business Planning and Development Seminars  
Call Capture Implementation Seminars  
How to Purchase a Home with Less than Perfect Credit Seminars  
First Time Home Buyers Seminars

2001 – 2006

The continuing education certification programs and adaptation of The Hershman Group's "Three day Mortgage School" Approved in the following states, Florida, Texas, Pennsylvania, Maryland, West Virginia, and Illinois.

Mentor for Carteret Mortgage Corporation

Contract Training Associate to United Guarantee

Co-developer and Presenter of "Time Management in Color" with Steve Probst as presented at "Turn on Your Million Dollar Brain Seminar" San Antonio Texas

Designer and trainer of:

"How to Eat an Elephant"

"Systematic Loan Originations"

"Business Planning for the Mortgage Professional"

"A Complete Guide to Call Capture Scripts & Dialogs"

"For Sale by Owners; a Complete Marketing Strategy"

"Renters & First Timers"

"The Referral Triangle"

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“Merchant of the Month Club”

“The Annual Mortgage Fitness Check-up & Identity Theft Screening”

“Prospecting From the Process”

“The 1-3-4 Time Scheduling System”

“The 10-3-1 Daily Report Card”

Co-author of “The Power of Golden Partnerships” with Terri Murphy

2007

US Learning Mortgage Training Programs:

180 day Quick Start Originations

2 day “Needs Assessment Analysis” for Branch Training needs.

Complete 48 module set for “Relational Originations”

Co-Host of US Learning’s “Ask the Expert” with Terri Murphy.

2 day “Mortgage Managers Accountability Training”.

2008

US Learning Mortgage Training Programs:

The 2% Advantage

The Mortgage Advantage e-book Series

My Mortgage Community 6 week training Series

Customized training programs for the following companies:

Home-Vest Mortgage Corp. Boston Mass.

GFI Capitol Corp. NY & Miami

Elegant Funding Corp. NY

Majestic Mortgage, Chicago, Denver, Orlando, Utah, & South Dakota

Carteret Mortgage Corp, NY, NJ, Massachusetts, Virginia, Kentucky, Nevada,

Wisconsin, Florida, & Michigan

Empire Equities: New Jersey, Maryland, and Georgia.

Management Training & Accountability Program Co-author & Faculty Staff Member to  
U.S. Learning, Memphis Tennessee beginning spring 2005

Fairway Independent Mortgage Corp. in Wisconsin, Minnesota, Michigan, Ohio,  
Arizona, Texas, Florida, Oklahoma, Missouri, Florida, Mississippi, Louisiana, Indiana,  
Idaho, North Carolina, Arkansas, Massachusetts, Rhode Island, Georgia, Minnesota, &  
Colorado.

Fairway Institute for Learning Systematic Originations Training

American Home Mortgage- First Home Mortgage Children’s Miracle Network Program

US Learning’s Regional Training - Memphis Tennessee

US Learning’s Mortgage Certificate Program.

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Fee Structure:

90 day Fast start program \$1,500 per individual.

Individual Coaching Clients start at \$500 per month for a weekly 30-45 minute coaching session.

Individual Consulting Clients start at \$300 per month for bi-weekly 30-45 minute sessions and 24 hour email consultation.

Individual Advisor Clients start at \$200 per month for one monthly session of 30-45 minutes and 24 hour email consultation.

Corporate Consultations start at \$3,500 site visit (Outside Palm Beach County Florida requires travel expense reimbursement)

Corporate Training Programs start at \$5,100 to \$19,500 for 1 to 3 day training and optional 90 day follow up. (Outside Palm Beach County Florida requires travel and lodging expense reimbursement)

Corporate Consulting Contracts start at \$25,000 per 90 day minimum.

Custom Training Programs designed a fees negotiated based on program requirements.

Corporate Training References Provided by request.

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## Testimonials

"I have known Michael for a couple of years and been coaching with him for just over a year ... he is excellent in helping me bring clarity to each situation. His strength is in looking at each client individually and assisting them in developing a sales strategy and systems for their specific needs. I have gone through a lot with Michael, problems with an assistant, switching companies, starting a career in sales management, and he's always been able to help me find the clarity that I need to stay on track. Michael doesn't feed his clients with scripts and must dos. He understands that we are entrepreneurs and he facilitates the development of our own belief systems. He is truly one of the great advisors; I don't know what I would do without him on my team." - *Amy Tierce, President, Fairway New England Mortgage, Boston*

"Mike has helped me create the systems and the daily mindset it takes to grow my business in ways that I could not do alone. My assistant and I look at 2005 as our breakout year to more than double our production. Hire Mike, and let 'er rip."  
*Chris Chambers, Guaranteed Rate, Chicago.*

Mike,

“Thanks so much for your help during the recent 4 months of coaching sessions. You helped me jump start the goals I established both as a manager and sales person. I am better able to prioritize tasks, even the less glamorous but important ones. I appreciate your fast pace, attention to detail approach. It worked.”

Thanks,  
Anne Marroni  
Vice President  
New Boston Mortgage

Chris Prang, Carteret Mortgage, Virginia

“Having Michael White as a coach in the mortgage business has helped me  
In several ways:

1. Exposed me to marketing ideas and strategies that I had never thought of. They work! And no other loan officer in my area and it's a big area is doing what Mike has and is teaching me how to do. I ask every Realtor and CFP if they know of anyone else doing what I am doing, and they all say two things, "No" and "That's Amazing!" I did one twenty minute presentation in a small real estate office and I have or am in the process of doing at least eight loans because of that meeting.
2. Helped me to become more organized, efficient and careful with my precious time.
3. Encouraged and challenged me through a couple of very difficult personal situations.”

Chris Prang, Carteret Mortgage, Virginia

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“After 18 years as a loan officer, you have helped me to develop my business to levels, I could never have dreamt of. Your system pulls out more leads and opportunities out of each file; making my business growth much more progressive, with less effort. In the past as I spent so much time working on where my next lead came from, now your system has made my business more profitable with less stress.”

Thank you.

Donna Riley

Sr. Mortgage Consultant

Columbia Home Loans, LLC

Long Island, NY

“I have had other coaches in the past as well as mentors. The other coaches always wanted me to conform to a system they were familiar with or had some success at. I feel that a good coach assesses my strengths and weaknesses and helps build a system around me. Michael White does that! He gives you the tools to build a business.”

-Mark Timpane

Eagle Mortgage Solutions

Minnesota

“Best training I have ever seen”

-Steven Lax

Vice President, Empire Equities

These are just a few of those testimonials from all over the country that have found coaching to benefit their business. Currently coaching clients from coast to coast and border to border, from the individual loan officer, Branch Manager, or a complete company-wide training, coaching always comes down to bringing out the best in people!