

Lesson 11.5

THE MORTGAGE MARKET HAS CHANGED, IT'S TIME TO MAKE A SHIFT

Learn how with **BEN** ³⁶⁵
ANDERSON

7 Part Sales System "The 365"



THE ACADEMY

THE 365 SALES SYSTEM

1. Time is Money- Get Organized

2. Building a Team

3. Consumer Direct Marketing

4. Branding and Social Media

5. The Perfect Process

6. Technology

7. More Commissions



DO YOU WANT TO BECOME A MORTGAGE MILLIONAIRE?



HERE IS THE RECIPE: \$

- 1. Go hunt a minimum of 4 hours/day**
- 2. Originate 2 deals/day (1 falls out/1 funds)**
- 3. If you fund 1 deal/day = \$5k earned/day**
- 4. If there are 20 work days in a month =
\$5k/deal = \$100k/month = \$1.2 M/year**

FUN FACT: YOU ARE ONLY ABLE TO ORIGINATE 4 HOURS/DAY IF YOU HAVE A TEAM!



DECIDE WHICH LO YOU WANT TO BE?



The Lone Ranger LO

- **sells the loan**
- **collects the stip**
- **qualifies the client**
- **submits to processing**
- **clears conditions**
- **sets up the closing**

LONE RANGER LO: SPENDS 10 HOURS/FILE AND EARNS \$30–100/HOUR



DECIDE WHICH LO YOU WANT TO BE?



The CEO

- **sells the loan**
- **passes the file off to the team**
- **gets more deals**
- **congratulates the client at closing**

CEO: SPENDS 10–30 MIN/FILE AND EARNS \$250–1,000/HOUR



WHAT DOES A TEAM LOOK LIKE?

- CEO/Salesperson
- Loan Officer Assistant
- Loan Processor
- Pipeline Manager
- Marketing Assistant



WHO IS YOUR FIRST HIRE?

- Loan Officer Assistant is #1
- This person is a licensed or willing to be licensed loan officer, that doesn't want the pressure of the sale.
- Many successful teams even hire 2 Loan Officer Assistants.



WHO IS YOUR SECOND HIRE?

- Loan Processor is #2
- This person will take the file at submission and put their head down and hustle.
- A good processor is key to your team.



WHO IS YOUR THIRD HIRE?

- Pipeline Manager is #3
- This person will help manage your deadlines, timelines, and non-originating activities that you normally would.
- It's important to have a Manager who is organized and hungry to help push the loan through each process.



WHO IS YOUR FOURTH HIRE?

- Marketing Assistant is #4
- This person will most importantly help organize and grow your family bank.
- Your Assistant will help grow your brand by running your social media, sending email newsletters, running Facebook ads, creating marketing materials, and oversee your voicemail and text message campaigns.



HOW TO PLACE AN AD

First, you need to decided if they need to be local or if this is a nationwide listing?



- **Use a listing site such as (Indeed, Monster, etc.)**
- **Set up an account**
- **Follow prompts such as job title, salary, description (the more specific the better)**
- **Watch the resumes flood in**



SAMPLE LOA

JOB LISTING



Your first hire should always be a LOA!

SAMPLE:

Looking for a Mortgage Sales Assistant to join top producing mortgage team at top U.S. lender. If you aren't licensed we will help you get licensed. Earn salary + commissions while learning from the best. Work from home is ok.



SAMPLE PROCESSOR

JOB LISTING



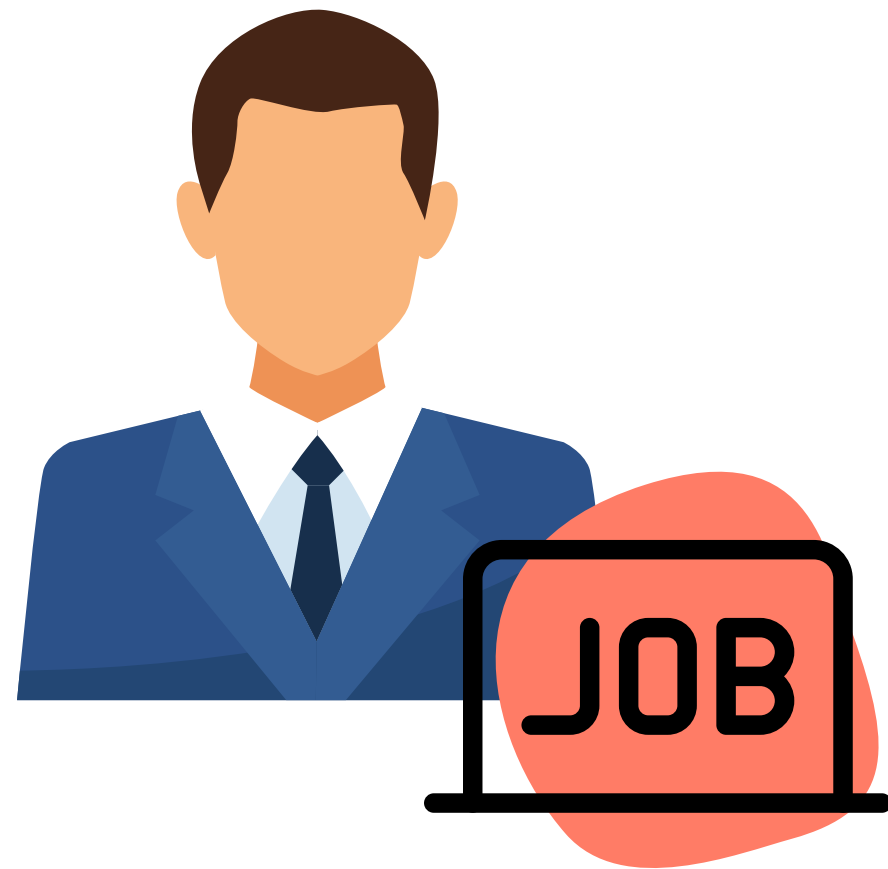
SAMPLE:

Looking for Senior Processor to join top producing mortgage team at top U.S. lender. Earn great salary + commission. Work from home is ok.



SAMPLE PIPELINE MANAGER

JOB LISTING



SAMPLE:

Looking for Pipeline Manager to join top producing mortgage team at top U.S. lender. Earn great salary + commission. Work from home is ok.



SAMPLE MARKETING ASST.

JOB LISTING



SAMPLE:

Looking for Marketing Assistant to join top producing mortgage team at top U.S. lender. Earn great salary + commission. Work from home is ok.



CEO/LO PAY & RESPONSIBILITIES



- **CEO/LO Pay- The Sky is the Limit when you follow my systems**
- **CEO/LO Responsibilities-**
- **Green time (4 hours/day)**
- **Takes application and hands off to the team**
- **Sends clients the initial needs list**
- **Return all client's calls, emails, and texts**
- **Manages team**
- **Communicates with agents**



LOA PAY & RESPONSIBILITIES



- **LOA Pay- \$40-60k salary plus \$100-\$150/file**
- **LOA Responsibilities-**
- **Takes application when needed**
- **Follows up on needs list with clients**
- **Qualifies the client for the processor**
- **Clears the stips upon approval**
- **Sets up closing**
- **Answers all questions during the process; including updates to buyers, agents, and escrow**



PROCESSOR PAY & RESPONSIBILITIES



- **Loan Processor Pay-**
\$60-80k salary plus \$150-\$200/file
- **Loan Processor Responsibilities-**
- **Takes file from stips to into submission**
- **Qualifies each file before submitting**
- **Call out stips upon approval**
- **Works on processing conditions**
- **Balances the file**
- **CTCs the file upon stips**
- **Works on funding items**



PIPELINE MANAGER PAY & RESPONSIBILITIES



- **Pipeline Manager Pay- \$60-72k salary plus 5-15 bps**
- **Pipeline Manager Responsibilities-**
 - **Runs daily team meeting**
 - **Gives each team member a priority list**
 - **Works on tough files to help qualify clients**
 - **Handles complaints**
 - **Keeps the CEO/Loan Officer person originating all day**
 - **Takes any origination overflow**



MARKETING ASST. PAY & RESPONSIBILITIES



- **Marketing Assistant Pay- \$30-48k**
- **Marketing Assistant Responsibilities-**
- **Grow your brand (goal is 10k clients in your database. 10k clients + 500-1,000 opportunities/year)**
- **Adds all your clients to your family bank**
- **Executes one major marketing objective/week**
- **Facebook ad**
- **Newsletter**
- **Voicemail drop**
- **Text campaign**





If you want help you have to originate It!

- **Speed to lead just like in loans, so when a resume comes in, call right away**
- **Spend a block of time each day really hunting for good help**
- **Be patient, add the prospects to your family bank**
- **Follow up with prospects weekly, even if they are hired elsewhere**
- **Never stop recruiting**



GOLD TEAM STANDARD:

- **YOU ORIGINATE AND ONLY ORIGINATE.**
- **YOU ONLY GET CALLED INTO A LOAN WHEN YOUR TEAM IS STUCK/STUMPED.**
- **DON'T ADDRESS GOOD/BAD NEWS UNTIL AFTER GREEN TIME!**

