**Loan Origination Tips:**

**11.15.23**

1. [www.meetup.com](http://www.meetup.com) and create a free account and search for real estate investor networking events. Join these groups, and you can even message people through their online portal to network. But you have to go to the networking events in person. I used to go 3 a week. Try to go to at least 2 events a month and you have to stay consistent. The more you can go to the better. You are going to have try different events to find the right ones for you. You want to target real estate investor networking events that have at least 30 people or more that attend monthly/regularly.

-Don’t target events that charge a monthly fee to be a part of, or some type of large fee over $100/mo.

-Target events that charge $20 or somewhere around there an event and usually for that fee provide a small mean or drink ticket. A lot of times there are speakers at these events and then there is time before or after to network.

-What to bring to networking events: Print out 1 long version of the product sheet & bring business cards. You are not giving anyone a copy of the product sheet. Real estate investors can view rates and terms and if they want a copy flip it over and on the back; make a column for every person’s name, email and phone number. Make sure people write clearly. Let them know that within 48 hours you will follow up with a company information email that describes what we do with the attached product sheet.

-Business Cards: You don’t need these, but they are good to have. If you want business cards order them from Vistaprint.com and design whatever you would like. Don’t make it hard for people to be able to read your contact information.

2. Referrals from Realtors, Accountants, Lawyers, Title professionals, Property insurance professionals, residential mortgage brokers, bank turn downs (you have to form relationships with bankers and explain to them if they can’t get the loans done you can and help them keep their depositors), and any other professional services person that works with a borrower that needs an investment property loan. We always pay 10% referral fees that comes right off the top of the loan before commission splits.

3. Residential mortgage brokers/referrals. We can pay them a 10% referral fee. Usually residential mortgage brokers cannot close a loan in an LLC or any type of company name, so they will turn to an investment property lender/broker and that is you!

-There are some property types out there that actually do not qualify for residential mortgage loan, even if the property is zoned residential. This happens a lot to condos if they are non-warrantable, and condotels.

-Also borrowers that are self-employed do not always qualify for a residential loan if they cannot document their income well, so use this to your advantage!

4. We Buy Properties Cash Signs. These are all real estate investors that at some point are going to need mortgage funding if they want to do multiple deals at once and expand their business! Follow up and send out our company information email so they understand what we do. Always follow up with a call as well and actually talk to someone. Track everything in the CRM!

5. Bank/Credit union turn downs. You have to form relationships with bankers and explain to them if they can’t get the loans done you can and help them keep their depositors, and get their loan done in the secondary market. We can even pay them a 10% referral fee if they are allowed to accept it. Sometimes they are not, but again they have a happy customer and that bank gets to keep their depositor.

6. Other Lender Turn Downs from secondary market lenders that we current work with or any of them out there. Again we can pay them a 10% referral fee that comes right off the top. All different lenders have different underwriting criteria whether they are a credit union, bank, or a secondary market lender (just meaning a lender that is not a bank or credit union or FDIC insured).

7. Social Media- Linkedin, Twitter, Facebook, Instagram, Youtube, create your own podcast. I have little tid bits for 7 days about the CRE lending Biz you can post. Craigslist could also work.

8. Weekly email Marketing Materials. Send an eblast to your contacts on one of our lending products off of the product sheet or one we are featuring that week that we send to you via email!

9. Recruiting- You can build your own sales team and let our system and training platform train them!

10. Referrals from other borrowers- Always ask for referrals! This is how I built my business! If you close a loan in PA, that borrower may have a contact in Florida, or Texas that also needs an investment property loan and we can and always pay referral sources a 10% referral fee that comes off the top of the net fee on the loan.

11. Creating your own website and market it. We can give you a tech referral and a website template. You can create a live chat feature if you want on your website, or a “contact us form,” and there are many ways to market a website to get business. IAP’s have to pay for their own websites, we can provide a template and refer a tech person but their website will be their intellectual property and would be promoting their own company name, not ours.