



The Loan Officer's Ultimate Realtor Sales Support System

Want to develop a sustainable history of long-term referral relationships with members of the real estate community? You must add value to this community. In our premier training program, *Inside The Glass House*, we define value as having two components:

1. Uniqueness – not what every other loan officer is offering.
2. Relevancy – what real estate agents are interested in.

What are agents interested in? More transactions with less stress. They sell real estate, not mortgages. Mortgages are relevant, but they are not the focus of agents or their clients.

Here we bring the epitome of support materials enabling you to bring measurable value to the agents you serve on a regular basis. From presentations to educational materials, you will find a variety of tools you can use.

And we will be adding more valuable pieces to the system on a regular basis!

Presentations

Weekly Sales Meeting Slides

Delivering sales meetings in real estate offices? Whether you are presenting sporadically or on a regular basis, we provide a complete presentation each week so that your presentation is professional and valuable.

July 2, 2024 Sales Meeting Slides
June 25, 2024 Sales Meeting Slides
June 18, 2024 Sales Meeting Slides
June 11, 2024 Sales Meeting Slides
June 4, 2024 Sales Meeting Slides

Lunch and Learns

Complete topics which you can deliver as a whole or carve up and present in parts:

The Reverse Mortgage Solution
Qualify More Prospects Using Advanced Credit Tools
Understanding Rates and the Secondary Markets
Unique Borrowers and Challenging Situations
Using Assumptions in a Higher Rate Market – Updated 6-24
VA Lending Presentation
First Time Homebuyer Financing Options
Sell More Homes Using Buydowns
The Financial Benefits of Purchasing a Home

Consumer Presentations

Whether targeting buyers or sellers (or both)—we give you plenty of material to utilize for public seminars:

First Time Homebuyer Seminar
How to Purchase a Home Usings Someone Else's Money
Sell Your Home Successfully in Any Market

Continuing Education

Want the maximum attendance at your presentations – even top producers? Offer continuing education credit:

Home Financing 101

Sales Support

Realtor Sales Presentations

Adding maximum value entails showing agents how to fish, as opposed to feeding them each day. Take note of the Potential Real Estate Partnership for those who are vying for a seat/partnership in a real estate office/company.

Maximum Sphere Marketing

Potential Real Estate Partnership

Sales Articles

You can give maximum value on a regular basis by forwarding personalized sales materials. You can even turn these into lunch and learns or put together an office mastermind group to review on a weekly/monthly basis. This makes you a mentor/leader, rather than a salesperson. Note that many more articles are included with the OriginationPro Marketing System. These articles can be personalized and emailed from the system and can be posted on your website.

Are You an Employee or the CEO of Your Company

Rx For an Attitudinal Checkup

Be More Effective Over The Phone

Don't Give Up on That Prospect

Negotiation Skills For Winners

Pick Up The Phone and Call

The Real Secret to Success

The Truth About Niches

Time Management – Getting More Accomplished

Working With First Time Buyers

Your Sales Training is Wrong

Testimonials

The Essential Call For More Referrals

The Mirror – The Number One Sales Tool

The Most Important Close

The Basic Laws of Marketing

Social Media Pieces

Social media is an important part of today's marketing equation. Some of these are geared to the agents themselves and others are pieces you can provide to the agents to post.

Realtor Unique Proposition

The Home Price Picture

Second Look Offer Flyer

Purchase Options With Reverse Purchase Program

Buydowns For Your Dream Home

Thinking About Selling

Thinking About Purchasing Your First Home

Unique Borrowers – Non QM

VA Home Loan Flyer

Rates Are Down

The Family Affair

The Rate Protector

A Bullet Proof Pre-Approval

The Real Truth 400K

The Real Truth 300K

Introducing Our Effortless HELOC

Educational Material

Consumer Articles

Articles that your agents can provide to prospects on a wide variety of topics. They can also be left at open houses or distributed at other events. They make great topics for sales meetings as well. You can personalize them manually with your information. Note that many more articles are included with the OriginationPro Marketing System. These articles can be automatically personalized and emailed from the system and can also be posted on your website.

Your Home Can Fund Retirement
Why Purchase an Investor Property
Time to Refinance – Here Are The Reasons
Vacation Homes – The Real Estate Trend of the Decade
The Reverse Mortgage Solution
Temporary Buydowns Can Help Sell a Home
Tax Deductions For Homeowners
Profit From Using a Second Mortgage
Purchasing Commercial Property
Saving Money on Your Homeowners Insurance
Should I Buy This House
Biggest Mistakes Homebuyers Make
Getting Married? Time to Pop The Second Question
Homeownership – More Than Money
Obtaining The Best Appraisal in Any Market
Parents – Do You Want to Help Your Children?
The Federal Reserve

Newsletters

The newsletters you distribute should be focused upon what your targets are interested in, which is primarily real estate accompanied by mortgage information. Not the other way around. And they should not come from a CRM that is used by tens of thousands of loan officers which means your agents will get multiple copies. Our Real Estate Reports are provided in several formats (email, print, mailing). The email version can be personalized in the OriginationPro Marketing System.

Weekly Real Estate Report (email version)
Monthly Real Estate Trends (one page print)
Monthly Real Estate Update (four-page self-mailer).

Miscellaneous Educational Materials

We provide a wide range of materials within this category. These pieces are great to demonstrate to your agents that you are **THE** expert within the industry. Some of these can be used at first time homebuyer seminars or lead to additional presentations or even continuing education courses.

First Time Home Buyers Objectives Form
2024 Loan Limits Flyer
2024 Program Comparison Chart
Application Checklist – Purchase
Application Checklist – Refinance
Book of Home Finance 2021 Edition
Credit Events Table
Customer Service Survey
First Time Homebuyer Financial Planner
FAQ About The Homebuying Process
Loan Officer Business Plan
Questions to Ask Rate Shoppers