

"Scripts I can share with a few realtor teams on how to refer me stronger. If They are struggling to convert the majority of their clients to use us and are trying to avoid losing clients / more deals falling apart with other lenders. Use these scripts and go over it with them on your next call."

"Hey, that's great that you've taken the first step. Congratulations. My job as a realtor is to look out for your best interest as the buyer and as the client. You see, you as a buyer have the right to choose whoever you want for a mortgage. However, over the past few years, the mortgage industry has changed drastically. I've had some real horrible settlements with lenders I don't know. (have them give an example here) I felt horrible for my clients because I couldn't control the transaction. I couldn't pick up the phone, I couldn't tell the loan officer to get this done, because these clients need a place to live. I felt really bad for them. You can choose whoever you would like for your mortgage. However, I'd like you to talk to (your name), because I have (your name's) cell phone, I do a lot of business with (your name). He/she's never left me at the closing table. He/she guarantees he/she closes on time. In fact, we often have a clear to close way in advance, and he/she typically sends the wire a day in advance. No other lender in the area does that.

That's why I work with (your name). I urge you to have a conversation with him/her. If you don't work with (your name) and you choose to work with (other lender), quite frankly you're going to be on your own when it comes to getting a mortgage. I couldn't help that family. There was nothing I could do, and I felt helpless. Do you want me to have (your name) give you a call and at least have a conversation with him/her?

(Your name) lives here in the community, he/she is known around town. If something goes wrong, there's someone to be held accountable. If you're working with Wells Fargo or Rocket Mortgage out of Indiana, they don't care. It doesn't matter to them. This guy/girl is vested in the community. He/she's right here. I can call him/her up and say, "Hey, you better get this done or you're not getting any more of my business." Quite frankly, I have a little bit of control over (your name) and the mortgage team.