

YOUR PATH TO SUCCESS

BUILDING YOUR REAL ESTATE
AGENT NETWORK



EARNING THE BUSINESS

BUILDING YOUR REAL ESTATE AGENT ROSTER

DO YOUR RESEARCH

- The we is a great place to start gathering information about real estate agents in your area. Start with sites like [Zillow.com](https://www.zillow.com), [Realtor.com](https://www.realtor.com), [RealEstate.com](https://www.realestate.com) and [Trulia.com](https://www.trulia.com)
- Use social media sites like Facebook, Twillter and LinkedIn to get more information and to start interacting with local real estate agents. Friend them, follow them and start a conversation.
- For a ranking of top real estate agents in your area, visit <https://www.realtrends.com>.
- Fresno MLS

GATHER BACKGROUND INFORMATION

A real estate agent's website can provide a lot of valuable information, especially if you know what to look for. Here are a few things to seek out in your research:

- How long has the agent been in business?
- Do they have a specialty, such as first-time home buyers, veterans or jumbo buyers?
- Is there an "About Us" tab? If so, see if bios are listed so you can obtain personal information on the person you wish to connect with.
- Is there an in-house or preferred lender listed? If so, check out their website, too. It's a great way to discover your competitor's strengths and weaknesses.

PREPARE QUESTIONS AND PRACTICE BEFORE YOU CALL

First impressions are everything. Make sure you have a goal for the call and know what you are trying to accomplish. Here are some questions you'll want to ask:

- What type of buyer do you look for?
- Do you currently work with a bank or broker?
- Do you want to make sure everyone is informed throughout the entire process or just at specific points during the mortgage process?

MAKE THE MOST OF OUR COMPLIMENTARY MARKETING TOOLS

Use Brand 360 to create customizable, agents-facing and borrower-facing flyers, social posts, eamils and more. Brand 360 is yours to use at no charge and was created to help you grow your business:

- Print flyers to take to open houses or send targeted emails.
- Be sure to include the UTrack of Floify flyer to show the real estate agent your commitment to communication.
- Run Home Value Estimator on the Home.
- Highlight the tools and programs that are exclusive to you through WPF, including:
 - Property inspection waivers on purchases 80% LTV or Less
 - High Balance Nationwide financing up to \$765,600
 - Waive escrows up to 95% LTV on conventional loans
 - Exclusive mortgage insurance rates at 80% LTV or higher

— PUTTING IN INTO ACTION

VISIT A REAL ESTATE AGENT'S OFFICE

Meet with one or two real estate agents and explain the value of a partnership. Show them the benefits of, Floify and the WPF Pre-approval Letter, then build on the relationship. Get to know each agent and their clients. You'll be the resident expert for all their mortgage needs and, in time, become their "mortgage guru."

STOP BY AN OPEN HOUSE

Spend a few hours every weekend visiting open houses in your area. There are several different tactics you can use to land business:

- Introduce yourself as a mortgage professional. Be sure to mention how you can help them with a customisable collection of WPF tools.
- Be a "secret shopper." Pretend to be a prospective home buyer, see if there is an LO at the open house and find out if they have a preferred lender. If not, you may have opened the door to a new opportunity.
- Send in a friend or a relative to find out if the agent has a preferred mortgage company. Have them ask who they use and why.
- Consider bringing an iPad to tablet to pre-qualify a borrower.

BRING A REAL ESTATE AGENT A REFERRAL

If you have a client that is interested in purchasing a home, refer them to a new real estate agent. Let the agent know that you've done some research on him or her. You can mention that your preferred real estate agent is busy with your other clients and you are looking to establish a new business relationship. This will show the agent that referrals work both ways and they will appreciate the time you spent researching.

MAKE YOUR CASE

Visit a real estate agent's office and present your process and the benefits of working with you. Bring a flyer from Brand 360 as well as an example of the lender Pre-Approval letter from our website.

WORKING THE LOAN

— PUT YOUR PLAN IN MOTION

STEP 1 SET YOURSELF APART TO GAIN AN OPPORTUNITY

- Contact both the listing and selling agents and introduce yourself. Do not be shy to stop into offices or pick up the phone and always make a game plan beforehand.
- Show them how you are able to market their listings and that you understand referrals work both ways. You are there to help their business grow with no expectations of anything in return.
- Explain to the listing and selling agents that you are willing to come to any open houses to talk to potential buyers about the mortgage process and pre-qualify them. Ask if there are any properties that they want you to market and then you can schedule in into your marketing plan.
- Send them your customized loan application so their buyers can receive a WPF pre-approval letter. You can even pull their credit and the buyer can order their assets.
- Let them know you can submit TBD/Scenarios for any income or other loan level items. You can even give the buyers peace of mind while looking by WPF's Lock and Shop, securing a low rate for 60 or 90 days while the buyer shops for the perfect home.
- Set a personal SLA (Service Level Agreement) for yourself and market that to your partners. Let them know you return all voicemails and emails within 3 business hours.
- Make sure they know you're excited for an opportunity to partner with them - assure them that you'll keep an open line of communication when given an opportunity and will maintain transparency by utilizing the WPF tracking system.
- Stay in constant communication with the listing and selling agents until the buyer has an offer accepted and you are ready to submit the loan.

STEP 2

THE LOAN PROCESS

- Take the loan application directly in Floify or any LOS of your choice.
- Set yourself up for success by explaining turn times. Under-promise and over-deliver. If turn times are on day for initial approval, tell them it's two days - you will set yourself apart when you gain their business and exceed their expectations, allowing them to beat contract dates.
- Contact all agents involved once the loan has been initially approved and walk them through the next steps. Remind them that they can view the status of the loan anytime through Floify and that you are always available.
- While you are waiting for the borrower to send you any conditions, you can reach out to the listing and selling agents and ask if there are any other buyers that need pre-approvals. Remember to thank them for the opportunity.
- Keep in contact with the listing and selling agent when the appraisal is received, the final CD is disclosed and at any major point until the loan is CTC.

STEP 3

THE CLOSING

- Call all partners involved to congratulate and thank them for the opportunity. Set the expectation of what comes next and ask for referrals.
- Take advantage of WPF's direct lender ability by taking the loan from CTC to closing docs in minutes with the ability to schedule your own closing. Explain that you will not have to wait for a wire at the closing table.
- Break down how title/escrow/settlement agents are all able to seamlessly communicate to avoid delays. Explain that you will be able to see every interaction between the closer and settlement agent with our Closing Tracker.
- Don't forget to send bragging emails to all partners highlighting how many days before the contract date you were able to get the loan to the closing table.
- Attend the closing and thank everyone for the opportunity - be sure to hand out business cards and ask for referrals.
- Bring customized materials to promote more programs and explain how you will utilize a CRM to refer buyers back to them if they express interest in another home purchase.
- Take pictures with all partners and your clients at closing and tag everybody on social media.

MAINTAINING THE RELATIONSHIP

KEEP A GOOD THING GOING

24-48 HOURS AFTER CLOSING

- Send a hand-written thank you note
- Make a post-closing call to all parties involved

7-30 DAYS AFTER CLOSING

- Make a relationship call
- Send out an email survey
- Ask for referrals

RELATIONSHIP RETENTION OPPORTUNITIES

- Birthday/holiday emails or cards
- Quarterly e-newsletters
- Targeted direct mail
- Automated or personalized emails
- Contact the title company to use them as a referral source for real estate agents.

PERSISTENCE OVERCOMES RESISTANCE

Remember, relationships aren't built overnight. Expect to hear "no." Stay persistent, follow up and continue to reach out and reiterate your benefits. Before long, you'll be breaking down barriers and building your business.

SHOW THEM WHAT SETS YOU APART

Use what you've learned to prepare a value proposition that showcases your strengths. Briefly explain WPF's products and services that you think differentiate you from the competition. The talking points below will help you paint a picture that real estate agents will appreciate.

- Tracking - Transparency and an open line of communication throughout the entire loan process
- WPF Pre-Approved Letter - Lender-specific approval creates a strong offer
- Closing - Schedule your own closings - not just same day, but same-hour
- CD Tracker - Monitor the loan process and have the CD sent prior to clear-to-close/approval
- Doc-less - No more income. No more assets. No more tax returns. Just e-sign and go

MAINTAINING THE RELATIONSHIP



Say "Thank You!"



Ask for referrals



Stay in touch



Send birthday cards

OUR GOAL

At WPF, our business is relationship driven - we partner with you to grow business business. That's why we work to ensure your purchase transaction goes as smoothly and efficiently as possible and leads to more referrals.