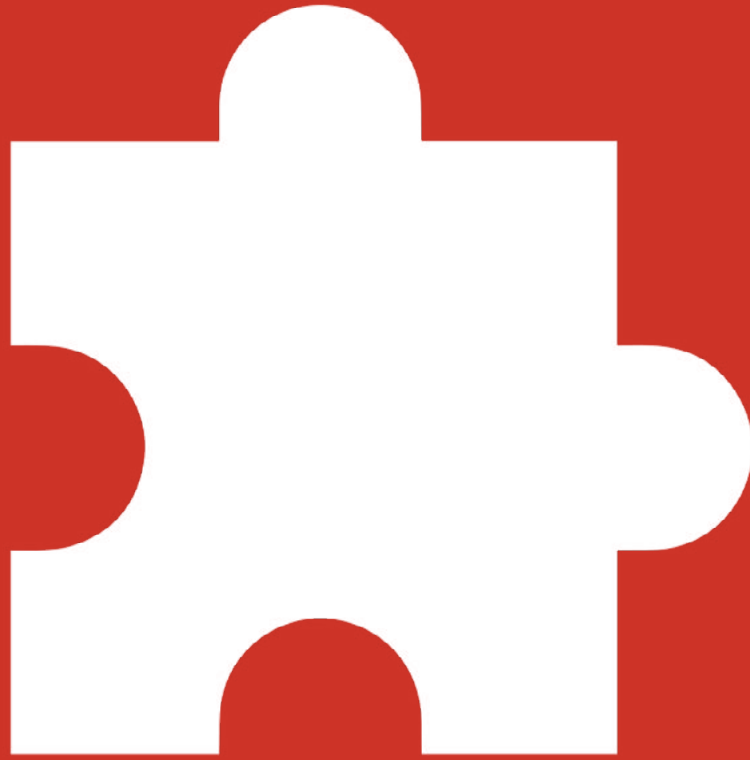




UNFAIR ADVANTAGE™
STRATEGIES & STRENGTHS
GUIDE

GOOD[VIBE]SQUAD

STRATEGIES & STRENGTHS

Every mortgage professional has their own unique value to bring to the table.

Whether it's building rapport, being a wizard at crunching numbers, having a lot of resources at your disposal, knowing the ins and outs of the local market, the list goes on and on!

It's all about identifying your unique strengths, leaning into those strengths, and building more skills on top of what you already have going for you!

Below, we've listed some skills and strategies, along with examples of specific phrases you can use.

In addition to this guide, we have other training resources to help you. **Using all the training resources in combination with each other is extremely useful.**

All of these training materials come together to paint a full, complete picture of how you can fund more loans and grow your business!

Here's a list of the additional training resources you can use:

- Live Sales Call Recordings
- Master Script For Taking Applications
- Objection Handling Guide



The HERO™ Home Programs + Your Own “Hook”

Your “hook” is a value proposition that immediately gets the lead’s attention.

A great way to create your hook is to use the HERO™ Program in combination with the other benefits / value you have to offer.

There are infinite ways that you can put your hook into words.

Really what it comes down to is truly believing in the **value** that you provide.

- Position yourself as the **gatekeeper** with access to the benefits that they want:

“There are quite a few programs I have access to...”

“I’m a lender and we have access to some different down payment assistance programs...If you have the down payment, then we have other programs to help, such as a lower rate, or a discount on your appraisal or other fees like that.”

“There are many different ways we can help you. For instance, we have some options for down payment assistance as well as closing cost assistance. But it really depends on what’s the best fit for you.”

- Position the Hero™ Home Programs as a value that’s **exclusive** to them:

“Yes, since you’re a teacher, there are grants for you!”

“Well what we have for (teachers, first responders, healthcare workers, veterans, first time home buyers) such as yourself is a program that will (cover the closing costs, help with down payment, etc).”

“It’s a good program for teachers, first responders, veterans, and people in the healthcare industry. Those are the only professions it’s available for.”

- Position yourself as the **matchmaker**:

"There are hundreds of different programs and options. We match you with the best programs and benefits molded to your specific needs."

"It comes down to having a conversation of what you're looking for and how our program can mold to your goals and needs."

"We pull our resources together and match you to whatever programs are out there across different city, county and state grants."

"We'll walk you through how to get pre-approved, what happens with that preapproval and match you with what programs you're eligible for."

"So I gather some info from you about what your goals are, what your specific situation looks like. Then I look at all the best programs and grants out there for you, and build you a loan package based on that."

- Use give and take:

"First before we can start to really pin down which programs are best for you, I just need to get a better understanding of your situation. So are you looking to buy a single family residence, a townhome or...?"

Bonus Hook!

*"I do all the research to find all the grants and benefits available to you. That way, you can shop for multiple options **without multiple credit pulls.**"*

Let's Reflect!

1. What are some benefits that your local city and county grants have to offer?

(Down payment assistance, discounts on appraisal fees, etc)

2. What is a “hook” you can use to really grab a lead’s attention?



Building Rapport

After working with hundreds of mortgage professionals, we cannot overstate how important it is to Build Rapport BEFORE going into the application.

We know for a fact that Building Rapport is proven to help you fund more deals and grow your business.

You may already be a wizard at Building Rapport. Or, this may be a genuine area for improvement that you need to work on.

Either way, make sure to go through these PROVEN phrases & strategies that you can use to Build Rapport!

- **ACTIVE LISTENING!** Listen carefully to the lead (instead of planning what you'll say next)
- **Set context for the call and ask about their goals!**

"You inquired about the healthcare loan program?"

"You booked an appointment to learn more about our home buying programs?"

"What are you looking to accomplish? What are your goals?"

"My job is to make sure you're in the best program possible given your situation... So tell me a bit about yourself, what are you looking to accomplish?"

"Just want to figure out what your wants and needs are so we can get you the best value for you."

- Touch on the **emotional value** of owning a home:

"Are you looking for a single family residence, town house, or...?"

"Are you looking to buy a home for just yourself or with family? What's the story there?"

"In your own words, what exactly are you looking for when it comes to the features of the home? What areas are you looking to live in?"

- Use positive language / tone: "Absolutely!" "Wonderful!"
 - ◊ Smile while speaking
- Take their timeline / life events into account
 - ◊ Ex: If their lease is up in a few months:

"We want to help you out so you can get into your home before that lease is up."
- Build some rapport BEFORE asking the personal questions
- **Be yourself!**

If you're not the best at chit chat, that's ok! You can still build a relationship through education and guidance.
- Be fully transparent.

Even if it doesn't make sense for them to move forward right now, that's ok! This is a marathon, not a race.

Play the long game and they WILL come back when they're ready.
- If a lead isn't comfortable getting into the numbers, offer to schedule a video call to "crunch numbers"
- Try ending a statement with a **rapport-building question**:

"I see here that you're a nurse, how long have you been in the healthcare industry?"
- Build a connection based on their **profession**:

"My dad was in the Marine Corps so helping veterans is really important to me."

"I work with nurses all the time so I know your schedule can get a little crazy."
- **Neighborly Rapport** If you're local, let them know you're their neighbor!

"Oh so you're renting in Springfield right now? I'm right down the road from you!"

"Have you been to that new pizza place on 2nd Street?"

Let's Reflect!

What are some ways that **YOU** like to build rapport with your clients?

(i.e. educating them, cracking jokes, sharing things that you have in common with them)



Benefits To Improve Their Buying Power

This is a great strategy to use for leads who seem concerned about the market.

In a competitive market, a homebuyer wants to work with mortgage pros who have special resources to help them stand out as a serious buyer.

- Leverage your knowledge of the changing market to offer your professional opinion
- Explain how you can improve their buying power:
 - ◇ Educate them on current market + leverage your resources
→ the lead needs **your help** to find the right home
 - ◇ *"Here's how we can help you stand out as a serious buyer to picky sellers..."*
- Examples of resources/benefits you may be able to offer:
 - ◇ Realtor partners who can negotiate on their behalf
"I actually have an awesome realtor partner who works in that area. She's amazing at negotiating with sellers so I can definitely put you in touch with her."
 - ◇ Faster turnaround time (if applicable)
"We move really fast around here. The sooner we get you pre-approved, the sooner you can start putting offers down on a house."
 - ◇ The **quality** of your pre-approval process*

*For leads considering working with Quicken Loans or Rocket Mortgage, you may have heard about these pre-approval letters being less likely to be accepted by a seller.

Explaining the higher quality of your pre-approval letters can help you overturn the QuickenLoans/RocketMortgage objection.

Let's Reflect!

How can **YOU** help improve someone's buying power?

(Connecting them with trustworthy realtors, preparing them for the home buying process, etc)



Experience / Storytelling / Reassurance

This is all about leveraging your experience in the mortgage industry. YOU are the authority on this, and your expertise is 1000% more valuable than just an interest rate.

(NOTE: Storytelling is very effective if and only if the story is 100% true.)

- Leverage your experience with other clients who had a great experience with you:

"I worked with a nurse last month who was paying crazy high rent prices, but now she's paying less each month for a mortgage!"

- Mention how you've helped other clients who were in a similar situation:

"In my experience, when someone waited for the rates to drop they ended up spending more money long term."

- Based on your experience, position yourself as the expert for their unique situation:

"I help veterans all the time, this is what I do!"

- Use your experience to offer reassurance:

"I've helped people who had worse credit than you so I wouldn't be so worried if I were you."

- If you do NOT have a story of your own, you can borrow stories from your branch / coworkers

"It's been in my experience that we...."

"Our branch just had this client Sally who...."

Let's Reflect!

What types of clients do you **LOVE** working with? Here are some examples:

- Healthcare workers
- First-time home buyers
- People who've been let down in the past and really just need a helping hand
- Funny people who don't take themselves too seriously
- Professionals who've done their homework



Providing Value Through Education

Even if you're not the best at chit chat or cracking jokes, you can still build trust & rapport through education!

The educational value you provide to your clients is **PRICELESS**, so use it!

- Position yourself as their guide:

"Well in the meantime, I'm sure more questions will come up so please reach out to me. My job is to keep you informed, and it's really important to me to help you along the whole process."

- Educating them is also a great way to offer **REASSURANCE**

The homebuyer may falsely think they have everything against them (credit, savings, debts, etc).

However, if you can educate them by explaining why exactly they're not in as bad of a spot as they think, this info can offer major reassurance for them!

"Well the great news is that you only need a 3.5% down payment. Based on what you're telling me it sounds like you have the money to make that happen."

- Offer guidance on what they can do to get into a better situation

Example: If it makes sense for someone to get their credit score up, you can offer some advice on how they can get there.

- Be open and honest about the pros & cons for each option

Example: If it doesn't make sense for them to use down payment assistance, steer them towards a better alternative.

- Leverage the PDF guides & resources we have for you in the Facebook Group

Send these resources over to them to help build trust & rapport! (Guide To Homeownership, Credit Repair Guide, Moving Guide, and more!)

Let's Reflect!

1. If you were a first time home buyer with no knowledge of the mortgage industry, what would **YOU** want to know? What questions might you ask?
2. If you were looking to buy a home but struggled with credit or debt, what would **YOU** want a mortgage professional to say to you?



Setting Expectations For The Next Steps

Other lenders may be rushing through the application process instead of really guiding their clients through the next steps.

But when you paint a clear picture of the road ahead, this can come as a **major relief** to clients who are unsure about their future!

After the application, we want to motivate the lead to move forward with sending in documents.

1. Highlight the **benefits** to getting pre-approved
2. Paint a clear picture of what the next steps look like

Below are some examples of phrases you can use!

- *"Great so once we get you pre-approved, we can see exactly what all grants are there for you and we can also figure out the loan amount you qualify for."*
- *"Once you get that pre-approval letter in hand you'll have a lot more buying power to help you on your home search."*
- *"The great thing about getting pre-approved is that this will really help you to go into the home shopping process with your eyes wide open."*
- *"Next, what I need from you is your (W2s, pay stubs, driver's license, bank statements, etc). And I'll make sure to send this list of documents over in an email to you."*
- *"If you have any questions or issues when it comes to getting those documents together, just let me know and I'll be happy to help."*
- *"Also in that email you'll see all my contact information along with some info on the programs that we talked about. I'm sure more questions will come up so feel free to reply to that email, call or text me and I'm happy to help with any question you have."*

Let's Reflect!

1. What are the **benefits** of getting pre-approved, anyways?
2. Depending on how **YOU** do business, after that initial phone call, what exactly do the next steps look like?



Other Benefits You Can Leverage

You / your business / your branch probably has some unique strengths you can offer. Some of these resources may include:

- Credit counselors
- Faster turnaround time
- Streamlined / efficient process
- Experienced realtor partners
- Being local! Neighborly rapport
- Competitive rates, pricing, discounts

Let's Reflect

What unique benefits or value **can YOU provide?**

Conclusion

Don't take your value for granted!

Think about what all resources and benefits you can provide, and phrase them in a way so that others really understand the value that you bring to the table.

Prioritize helping people

Your #1 goal should be to have a positive impact on others.

If you really focus on using your knowledge, expertise, and resources on helping people get into the best situation possible, this mindset will open up so many doors for you both short term AND long term.

Having a positive impact on your leads and clients will get you:

- More clients wanting to work with you **right now**
- For leads that aren't ready, they WILL come back to you months down the road**
- Past clients will remember you and work with you on **refinancing**
- Leads and clients will refer you to their friends / community / coworkers
- You'll also get more **5 star reviews** to help you build a strong brand!

***Make sure to utilize the "Not Yet Ready" or "Credit Repair" campaigns for these clients.*

Congratulations

on taking the time to go through this Strategies & Strengths Guide!

We hope this gave you some ideas about the value you provide as a mortgage professional!

We deeply care about your growth and success, and we look forward to watching you continue to rake in the wins and help people into their dream home!

For more resources on:

- Increasing Your Loan Production
- Scaling Your Mortgage Business
- Mastering Sales Strategies
- Using Your LoanMore CRM Account
- Growing & Hiring Your Team
- Understanding The Unfair Advantage™ System

Click **HERE** to go to **Good Vibe Squad's Training Portal!**

