

INSURE YOUR LOAN OFFICERS

ENTIRE BOOK OF BUSINESS

*An Insurance Agents guide to attracting more
mortgage loan officer referral partners*



Overture



Above: Top picture - The original way to build loan officer relationships was with gifts in their office like doughnuts.

Years later, insurance agents started to generate Facebook leads for homebuyers as a way to build their referral network.

Bottom: Loan officers are busy enough, they don't want to spend time with your poor quality internet leads



Congratulations on acquiring the Loan Officer Attraction Scripts to help you build your Preferred Personal Lines book of business through Homeowners insurance referrals.

Working with Loan Officer referral partners can be an incredibly fruitful and rewarding experience when done right.

There are a lot of different ways to provide value to Loan Officers:

The classic way is taking in cookies, muffins, etc. and trying to build rapport real-time. I'm all about relationships, but this is generally a very long play, and ultimately a Loan Officer would rather just make more money so they can buy their own cookies.

It's a kind gesture, and I don't want to take away from that. But in the realm of true "Value", it doesn't bring much to the table.

In more recent years, the old model was learning how to generate mortgage leads for new homebuyers to be able to give to your Loan Officer referral partner as a gesture of investment into them and to bring value to them.

It's better than the more old school method because it doesn't require you to stop by every week to say "Hi".

But it can also cost you a lot of money generating leads (if you're even successful). Not only that, but marketing is not an easy thing to learn when you already have a full-time job.

Even when you learn it, actively running marketing campaigns is equally as difficult when you have a full-time job.

Not only is this strategy cost-prohibitive to implement, and can cost you thousands of dollars on courses just to learn...

What we have seen is that Loan Officers don't really care about receiving leads that they didn't generate on their own.

They want referrals. The more work that a Loan Officer has to do to close a deal, the less excited they are about the idea.

Especially when rates are as low as they are in our current market - any successful Loan Officer that is worth having a partnership with has plenty of business lining up to where the LAST THING they want to do is cold call (or best case scenario, warm call) a lead that they have no rapport with.

Even if you automate messaging going out to those leads to help them, it still requires a decent time investment from the Loan Officer.

And when this strategy is oversold, it can actually cost you the whole relationship because the Loan Officer was hyped up to start, but ultimately disappointed by the low-quality experience.

I want to tell you about the new way that we've stumbled upon to TRULY help your Loan Officers in a big way, where you are getting all of their business referred to you - and you are able to provide a ton of value back to them.

But first, let me tell you a little about our story so you have context to how we acquired the knowledge we have.

Our names are Preston Schmidli and McBilly Sy (Nice to meet you), and we own a marketing agency named Good Vibe Squad Marketing. Our marketing agency has been around for over 3 years now, and we work 100% with Loan Officers. Currently, we serve over 100 Loan Officers from across the nation, manage over \$1,000,000 every year in advertising budget for our clients, and are responsible for helping our clients fund over a BILLION dollars of funded loans.

It's fair to say that we have a lot of exposure into the daily lives of Mortgage professionals and wake up every day with the goal of helping them improve their lives through their businesses.

One day we were having a conversation with one of our loan officers about his Cost per Funded Loan, and he was trying to find out how he could get his cost down about 10%, because at scale that would have made a huge impact on his business.

We thought about it for a minute, and then I said to McBilly... "We spend so much time trying to figure out how to get the advertising cost down 10%... What if we could just cut the cost per funded loan in half instead?"

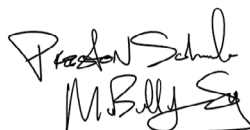
Over the next hour we discussed what could be done outside of marketing - and that's when it hit us...

The new way for Insurance Agents to provide REAL value to their Loan Officer referral partners...

And it doesn't require you to be a master marketer...

Or spend a dime on ads to generate homebuyer leads...

It's literally the easiest solution that has ever been brought to the table, and we believe this will become the new standard for working with Loan Officers...


Preston Schmidli
McBilly Sy

The New Way

Here's the new way to work with Loan Officers: Insure their Refinances for them.

We all have the binder requests that we receive constantly for our clients who are refinancing their homes... But what if instead of a dreaded task that we are annoyed by, we looked at it as an opportunity to communicate to our Loan Officer referral partner that our mutual client is refinancing and it would be a good time for them to reach out, get reacquainted and see if they can help the client into a better loan...

And now you could say with confidence to a Loan Officer: "The only way that I can protect your Refinance business is if you send us all of your Purchase business so we can make sure you're in the loop when they are trying to refinance their homes."

You and I both know that when we get a binder request, we are the last guardian at our Referral Partners ability to help our mutual client with the second loan.

Now, that binder request is an opportunity to get a second loan for every client they send to us. That's leverage.

The opportunity is massive. The work required is minimal.

Now that you know more about the new way of partnering with Loan Officers, we want to dive into the meat of this PDF.

If you want additional help while implementing this for your agency, we have created a 3-Day Virtual Bootcamp to help you implement these strategies at a high level, **[CLICK HERE to learn more.](#)**

Setting The Foundation

Before we talk about how to attract partners, let's talk about what to look for. It's important to understand what you're looking for in a referral partner so that you get real results.

There are plenty of insurance agents across the nation that try to entertain Loan Officers that don't produce, and get frustrated because they don't reciprocate your attention or your efforts. If you're entertaining a low volume LO, they don't usually have much to send back to you in the first place.



Above: Top picture - Preston and McBilly with 3 of their loan officer clients.

Four Things to look for when you are deciding on whether someone is potentially a good fit:

1 They produce, as mentioned above. We don't want you spending time where there is no benefit for your labor. Invest in people who have things to invest back in you.

2 They have industry tenure. This isn't a full requirement, but traditionally an LO that has survived a few years in their industry is much more familiar with their products and how to take care of the client, and more importantly you can leverage their organic network that they've been building on for years.

3 They respect your processes. It's important that you are able to do business on your terms. If you are investing time into a referral relationship, you shouldn't have to be doing dummy quotes because they are giving you limited information, or them trying to distance you from the relationship until the loan closes.

4 They work WITH you. Find someone who wants to build synergy with you and work together to give the best service possible to the prospects. You should be involved in the process and building the relationship with the prospects as well, working WITH the LO to give a quality experience to the new home buyer.

As for the "How" in regards to connecting with Loan Officers: When you meet with LOs, spend time genuinely trying to learn about them and their business. Ask them about the systems that they have and where they are experiencing pain, discomfort or feel that it "could be better".



Sometimes they need more opportunities, sometimes they want nothing other than for you to genuinely do what's right for their client. What's important here is that you don't assume their needs.

Above: Top picture - The original way to build loan officer relationships was with gifts in their office like doughnuts.

Bottom: Preston and McBilly look over the syllabus for the Loan Officer Loyalty Bootcamp

There will be somewhat of a learning curve for you here to understand their industry but it will go a long way to genuinely care and ask these questions.

Sometimes they need more opportunities, sometimes they want nothing other than for you to genuinely do what's right for their client. What's important here is that you don't assume their needs.

From our studies, we have seen that most insurance agents approach Loan Officers trying to offer "Fast binders, great service and the lowest rates", which we should all be offering, that is the standard (and if you aren't doing this, you won't be around for long).

Simply asking questions to provoke deeper conversation around their potential problems in business can give you massive insight into the value that you can provide for mortgage professionals.

The Approach

Once you find the people that you would like to meet with to see if working together would be a good move, now you need to approach them.

I personally prefer to do some research on their social presence, their reviews, if they have video content or blog content that I can read, or anything else they may have that is unique. This information will give you insight into how creative they are in attracting customers organically, but also it gives you a foundation for reaching out to them in conversation.

This is true leverage because when you are speaking with this mortgage professional, your understanding and care of their success in the mortgage industry will demonstrate your interest in building a real working relationship.

We want to give you a few different ways to approach Loan Officers depending on what is more natural for your workflow.



Email Message Script

You can send an email like the following to get the conversation rolling (I recommend that you make it more “you” by changing whatever fits your style of communication more):

Hey ***NAME***, I was doing research on Zillow when I came across your account, I saw that you do a good job for your people from the reviews - and that's really important to me...

As an agent myself, taking care of people is a high priority and in pursuit of taking care of people, I have a value proposition I am confident is better than just cookies and cards like other insurance agents...

I am looking for a mortgage professional I can build a relationship with. We have a unique way of helping get 2 loans from every client you have.

We have an in-house system SPECIFICALLY for our mortgage referral partners to protect their client base to ensure you get an opportunity to refinance every purchase transaction you do.

My goal is to help you grow your business, build trust and be able to help your clients with their home insurance as well...

Yes, we have fast response to binder requests, good service and awesome coverage/rates/claims service... but at the end of the day, I want to offer to help you because I believe that's good business and you have to water a plant to watch it grow...

If you are open to discussing a potential referral relationship that we can develop, let me know and we can meet and discuss what I am doing that I am certain will help you make more money...
Talk to you soon.

YOUR NAME



LinkedIn Message Script

On LinkedIn you can send a message to someone who is a friend of a friend (or what they call a 2nd connection). This approach is similar to the email approach, but more specific to the language of the LinkedIn platform:

Hey ***NAME***, I am doing research for Loan Officers online and I came across your LinkedIn profile, it looks like you do a good job for your people from the reviews I've found - and that's really important to me...

As an agent myself, taking care of people is a high priority and in pursuit of taking care of people, I have a value proposition I am confident is better than just cookies and cards like other insurance agents...

I am looking for a mortgage professional I can build a relationship with. We have a unique way of helping get 2 loans from every client you have.

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If you are open to discussing a potential referral relationship that we can develop, let me know and we can meet and discuss what I am doing that I am certain will help you make more money...

*Make sure to change out the ** with your information*



Social Media Message Script

You can send a private message on a platform like Facebook after you have successfully added the Loan Officer you are trying to connect with.

It's important that you only send the message after they have accepted your friend request, otherwise Facebook won't show them that you messaged them and it will go into the "Other Messages" folder (aka the Abyss of Facebook Messenger).

Here's an example of how to reach out to a Loan Officer who you are friends with on Facebook:

Hey *NAME*, glad to be connected on here. I was doing research online when I came across your profile. It looks like you do a good job for your people from the reviews I saw - and that's really important to me...

As an agent myself, taking care of people is a high priority and in pursuit of taking care of people, I have a value proposition I am confident is better than just cookies and cards like other insurance agents...

I am looking for a mortgage professional I can build a relationship with. We have a unique way of helping get 2 loans from every client you have.

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Yes, we have fast response to binder requests, good service and awesome coverage/rates/claims service... but at the end of the day, I want to offer to help you because I believe that's good business and you have to water a plant to watch it grow...

If you are open to discussing a potential referral relationship that we can develop, let me know and we can meet and discuss what I am doing that I am certain will help you make more money...

Now let's dive into how to establish the relationship on a healthy foundation.

Facebook Public Post

Hey **State** Mortgage Loan Officers

Do you want to double the referrals you get every month?

Do you want to do it without hiring expensive marketers or learning hi-tech systems?

Of course you do! You're too smart to pass on that...

You can do this all without cold calling, 7AM breakfast meetings, or begging for referrals.

I want to show you how you can now cut the average cost of your funded loans in half.!

My name is **NAME**

I am a local insurance agent. Like you, I've done everything to connect with new referral partners to grow my business, only to realize that the number one thing my partners want is to build their business!

Let's face it, a full pipeline of qualified people to talk to on a consistent basis is every loan officers dream come true.

But what if these weren't leads? What if these people you've already done a loan for in the past? Your current clients?!?

Cutting your customer acquisition cost in half allows you to build your business the way you always dreamed of, regardless of market shifts, or online competition from sources like Zillow.

Stop paying money for shared leads
Stop hiring expensive marketing companies
Stop begging realtors for referrals

Leverage my insurance agency and system for real mortgage referrals

Like you, I own a small business. Like you, I want to partner with people who classify themselves as "the best"

If you care about your clients, and you want them to have the best experience possible, I want to connect with you.

We are different than any insurance agency you've ever known or worked with

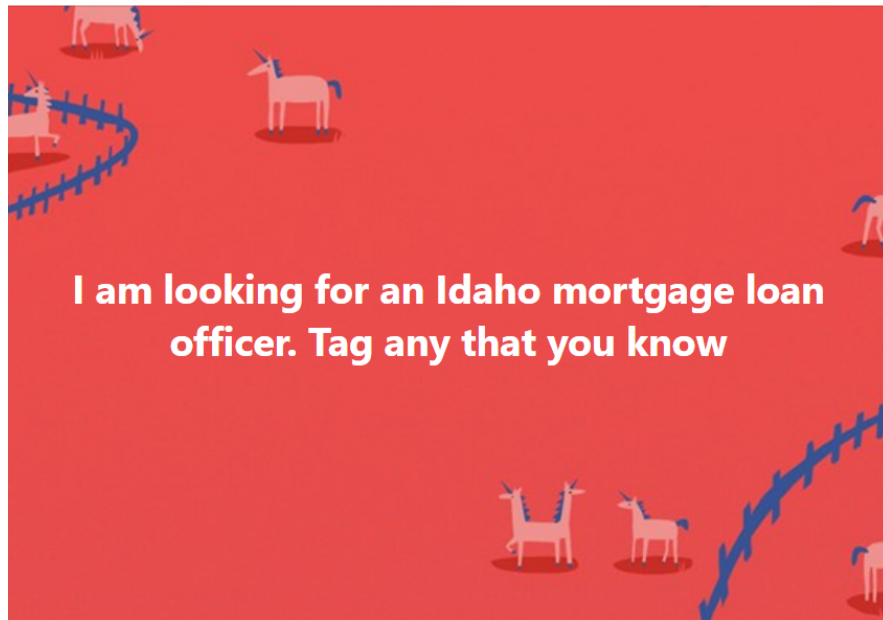
I want to put more money in your pocket with real referrals and more funded loans.

DM me if you'd like to learn more!



Nicholas Ayers is 📌 looking for recommendations.
Just now · 🌐

...



Nicholas Ayers

Just now · 🌐

...

📌 Hey CA Loan Officers 📌

Do you want to double the referrals you get every month?

Do you want to do this without hiring expensive marketers or learning hi-tech systems?

Of course you do...you're too smart to pass on that...

You can do it all without cold calling, 7AM breakfast meetings or begging for referrals.

I want to show you how you can now cut the average cost of your funded loans in half!

Sit tight, let me explain...

My name is Nick

I am a local independent insurance agent. Like you, I've done everything to connect with my referral partners to grow my business. Only to realize that the number one thing my partners wanted was to build their business.

Let's face it, a full pipeline of qualified people to talk to on a consistent basis is every loan officer's dream.

But what if these weren't "leads"? What if they were the people who have already gotten a loan from you in the past? Your current clients?!?

Cutting your customer acquisition costs in half allows you to build your business the way you always dreamed of, regardless of market shifts, or online competition from sources like Zillow

- Stop paying money for shared leads.
- Stop hiring expensive marketers
- Stop begging realtors for referrals.

Leverage my insurance agency and system for real mortgage referrals.

Like you, I own and operate a small business. Like you, I want to partner my insurance agency with lenders who classify themselves as the best.

If you care about your clients, and you want them to have the best experience possible, I want to connect with you.

I want to show you how we can grow your business....

We want to separate ourselves from every insurance agent you've ever known.

I want to put more money in your pocket with real referrals and more funded loans

DM me if you'd like to learn more!



Like



Comment



Share

Handling Objections

It's likely that you will have Loan Officers that give you objections to your request, because they are trying to protect their time and they are solicited by insurance agents often. To stand above the noise, we gathered the top 4 objections that you'll get, and have some ways to handle them below:

1 "I already have an insurance person".

How to handle: I figured you would already. Let me ask you real quick, how many loans have they referred back to you in the last month or two? (Wait for answer, it'll be 0 most of the time). Okay no problem, how would you feel about working with an insurance agent that actively seeks to refer business back with a proven system?

2 "I don't refer out for Home Insurance"

How to handle: Understandable. Let me ask you real quick, if you knew that a referral relationship could help you consistently get more refinance business than you currently do now, would you consider it? (Wait for their answer, it'll most likely be a version of 'yes'). Okay, when would you like to get together to discuss?

3 "I let my customers find their own home insurance"

How to handle: Understandable. Let me ask you real quick, if you knew that creating a strong referral relationship and being more assertive in that process could help you consistently get more refinance business than you currently do now, would you consider it? (Wait for their answer, it'll most likely be a version of 'yes'). Okay, when would you like to get together to discuss?

4 "My clients usually use their current insurance company"

How to handle: Understandable. How often do those agents ever refer you business? Do you ever end up building anything fruitful with them? (Wait for their answer, it'll most likely be 0 or 'no'). Okay, when would you like to get together and discuss?



Top: McBilly and Preston at IAOA's annual conference: INNOVATION

Bottom: McBilly and Preston have been training insurance agents how to work with loan officers for years.



Qualifying Your Partners



If you have sent out a variety of messages to Loan Officers, you should already have some responses back from them to get together. The goal is to learn about them and see if they are a good fit for your business just as much as it is to see if you're able to provide them some form of value as well. Learning how to say "No" is just as important as your desire to say "Yes" to a new relationship. First off, how are you truly able to add value to a mortgage professional's business? What is "value" anyways?



If you were to ask someone you met for the first time, "How can I help you?" they won't be prepared to give you a good answer because most people don't hope that they walk into someone who can solve their problems.

So here are a few sample questions that you can ask to get them talking about their business in a way that will dig up potential areas of opportunity for you to provide value back to them:

- What would you do less of if you could?
- What would you do more of if you could?
- What do you love most about your job?
- What do you hate most about your job?
- What challenges did you experience this year that you wish you could overcome?



Above: Better Agency co-founder and independent insurance agent Nicholas Ayers photographed with some of his mortgage referral partners.

It's also important for you to discuss their monthly production currently and where they would ideally like to have it (this information will come in handy soon). After you have learned about them, you should have an idea of where they are at. The conversation should be a mutually engaging conversation, if it's not and you're constantly leading the conversation you should either evaluate your approach with the LO or question if it's a good fit. If they are engaging back and asking how they can help you too, or asking questions about your business, that's a good sign. That's a relationship you should foster.

There is no "one size fits all" solution to what your referral partners will need. The best thing you can do is listen to them and learn about their needs from the conversation, once that is done these things work themselves out organically.

Managing the Relationship

The important part of having a strong referral relationship is a dynamic of reciprocity and gratitude. If you have sourced out ways that you can help, even if that's as simple as being there when they need you as your availability may be their true desire, then do your best to honor that if it's a relationship that you want to foster.

Proactively seek ways to fulfill that, and make sure to communicate your needs as well. If you have an internal procedure that you like to do when getting referrals, allow your referral partners to know that so they have the opportunity to respect it.

An open line of communication goes a long way as well, make sure to prioritize time to nurture the relationship just like you do to create the relationship. Just like anything else, a plant that isn't water will eventually die.

Referral relationships are a high-hanging fruit that a lot of people aren't willing to reach for because it takes time to build the relationships, and you have to invest your focus into them. They are also very rewarding because of that. A well-managed relationship is the backbone of many of the most successful agencies in the nation.

Know When to Cut Ties

If you are making sure that your actions are in line with your desires, and you maintain that integrity in your relationships, you will know if you need to cut ties or not.

If your referral partner is not respecting your business procedures or asking you to do things that make your job more difficult because that's how they do business, and they expect you to be the only one to be willing to meet in the middle, that's a tell-tale sign of a toxic relationship.

If you feel disrespected, the first step is to communicate it from a place of seeking resolution for the problem. Try to avoid anger. If you still feel disrespected after you have openly communicated your disapproval of the relationship dynamic, the third step is to evaluate if it's time to cut ties. The third and final step is to remember that there are a ton of loan officers in the world and a lot of them are great human beings. Some of them are bound to be your kind of people, so keep searching and don't settle.

Loan Officer Loyalty Bootcamp

If you want to learn how to implement these mortgage loan officer recruitment strategies then your next step is to enroll in the 3-day virtual ***Loan officer Loyalty Bootcamp***.

You'll master our proven referral system that guarantees you home insurance referrals **WITHOUT** spending any money on internet ads.

Click Here To Learn More
