LOAN ORIGINATOR INSIGHTS

## 5 proven habits for building referral partnerships



## What are the most reliable ways you can expand your referral network and bolster borrower leads?

Over 1,000 loan originators weighed in and these five tactics rose to the top.





say service and availability provide the most value





attend closings to stay in touch with real estate agents at least once a month





choose Facebook as the top social media marketing platform





attend networking and community events





stay in touch with their best referral partners at least once a week

<sup>1</sup>Adapted from the 2023 Loan Originators Survey Report by MGIC and Loan Officer Hub.

Dig deeper into the strategies that help you create meaningful business relationships: **loanofficerhub.com/referral-strategies**