

7 Great Referral Sources for Smart Loan Officers

Easy tips to leverage valuable referral partnerships

Being a loan officer is about being savvy and open to new ways of increasing your referral sources. We all know the typical referral sources for loan officers, but do you know how to effectively market and build these partnerships to increase referral business?

Here are some great tips to get you started!

1 Real Estate Professionals

Consider attending their open house to provide information and insights to prospective homebuyers about available lending programs.

The value to the real estate agent is that it ensures the right buyers mortgage questions can be answered on the spot — and it provides you a new customer referral opportunity.



2 Educational Institutions

Offer to volunteer at local high schools or colleges to talk about the value of saving money or building and protecting credit.

Provide handouts that include your contact information to put your name in front of parents and increase your visibility in the community.



3 Community Relationships

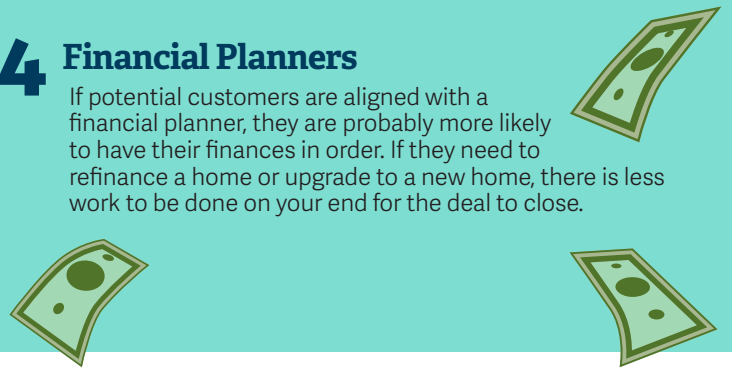
Bonds built around a commonality can be some of the strongest.

This could be an alma mater, hobbies or interests, extra-curricular activities or religion.



4 Financial Planners

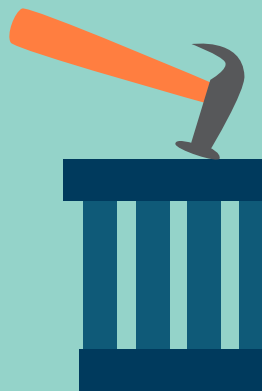
If potential customers are aligned with a financial planner, they are probably more likely to have their finances in order. If they need to refinance a home or upgrade to a new home, there is less work to be done on your end for the deal to close.



5 Home Builders

Think about an approach that allows you to help streamline the buying process for a builder who has a number of potential customers who want to build a home.

Collaborate with builders to remove the need for them to vet qualified buyers on their end.



6 For Sale By Owner

Show them the value of working with potential buyers who are pre-approved. Provide a branded handout that explains the mortgage process for them.

This will serve two purposes:

1. Pre-approving any leads for them means potential deals for you.
2. If they are selling, chances are they are buying too and you could be able to do their next loan also.



7 Current and Past Customers

Go to a closing! Bring materials about how to save money as a new homeowner:

- FYI tips
- infographics
- homeowner checklists

These re-engagement efforts show you are looking out for what's best for them and helping them to succeed. It's a simple way to show that you care about the future success of your clients and to stay relevant in a customer's life after the loan has closed.

