



Loan Officer Frequently Asked Questions

How much does this cost?

There is no investment from you or from the Realtors you attract. Your investment is your time to go build relationships. Which you are already doing now, right? This simply adds more value to the relationship building you already do. More Realtors, relationships, and clients but no dollars from your pocket. Does that sound good?

How is this different from another program I already use?

The main difference is your other program does not allow me to help you gain more Realtors. Will your other program allow you and I to advertise together on all your Realtor's listings? Does your other program alert both of us when buyers walk into open houses or drive by your realtor's listings?

What kind of time commitment is it? / What do I have to do?

Your time commitment and what you have to do is what you are already doing. Are you spending time each week attracting new Realtor referral partners and building relationships from your referral partners? If yes, then next month you will do the same thing except now you have a platform to attract agents and help them increase their business.

Is this RESPA compliant?

I'm not an attorney and not able to give legal advice on your company's compliance interpretations and tolerance. What I can tell you is the company has been in business for 12 years and has worked with dozens of mortgage lenders, banks, and credit unions across the country, which all had to get compliance approval before proceeding. The company is willing to get on a call with your compliance person to discuss those issues if needed.

How do I get buyer leads?

The system operates on the principle that when you help Realtors generate more clients, then you will generate more clients. The leads are generated from Realtors listings that are marketed online through the platform. Online consumer views, open house visitors, and text for information inquiries on sign riders are all ways the system can bring a Realtor buyer leads. Once a Realtor generates a lead, you are notified of this activity to be able to connect with your Realtor to work together and close more deals.