



Questions to Ask Lenders

If you make a point to talk to 10 Loan Officers, you will easily get 3-4 to partner with you. It's a numbers game. You don't sell 3 out of 3 but it's easy to sell 3 out of 10! When you speak with lenders, use the questions below to determine if they will be a good fit for this program.

If I can help you attract more Realtors and help your Realtors generate more leads, at no cost to you or your Realtors, would you be interested?

Would you be able to handle more Realtors and more leads right now?

How many loans can you handle without needing more support?

How many Realtors do you have in a database/meet with monthly?

On average, how many Realtors are sending you business?

How many leads are you getting from open houses, sign riders, and social media monthly?

Make sure the lender fully understands from the start: this is a two-way street. You will help them generate more Realtors, leads, and loans, and they will help you generate more quotes!