

"Steve and Home123 provided me an opportunity to get healthy both physically and financially."

– Customer, Houston, Texas



## Loans Changing Lives: Customer Letters Praise Associates

Getting the loan you want is always satisfying, but for some people a new mortgage can help them put their lives back together, as these letters demonstrate:

**This letter was sent to Sharon Shields, Branch Manager, about JoAnn Stich, Loan Advisor, Home123, Virginia Beach, Va.:**

"I get solicitations in the mail almost daily from mortgage agencies promising me that they can help, but time and again I am left disappointed I got your letter and thought, okay, another one of these.

"But certain sentences stood out such as 'You have been pre-approved to receive a very different kind of loan from a different kind of lender.' My first thought was, 'What would make *you* so different unless you can give me the loan I need, the one that has been turned down by everyone else?' As I continued, the letter stated, '... we may be able to help even if you were turned down by others.'



JoAnn Stich

"When I called, I was given to JoAnn Stich who has been a Godsend from beginning to end. She made me feel she cared and would do everything she could to make my dream come true. Not only was she able to get me the loan I needed but also a very good interest rate.

"JoAnn is great and her personality and wit are hard to find in professionals these days. I also hope you recognize that you have a jewel in your midst.

"P.S. Guess what? You really are a different lender!"

**A customer in Houston, Texas, not only wrote to Loan Advisor Steve Robles' branch manager, he sent this message to New Century Financial Corporation Chairman & CEO Bob Cole.**

"Despite the imperfections on my credit report, Mr. Robles didn't judge my character or make me feel like a second-class citizen.

"Several years ago, I was injured in an automobile accident when my airbag didn't deploy. Unfortunately, my life spiraled downward after the accident.

"My health deteriorated and my credit suffered. Steve acknowledged my negative credit but he was very straightforward. In fact, he gave me encouragement because he focused on my positives, such as my work record and the fact that I made my mortgage payments on time.



Steve Robles

"Besides funding my mortgage, Mr. Robles worked hard to get me a low interest rate, lower in fact than my previous rate.

"My phone application with Mr. Robles strengthened my enthusiasm for resolving my debt obligations. I'm certain I could make a significant adjustment to my credit score with your loan. Steve and Home123 provided me an opportunity to get healthy both physically and financially.

"Again, I thank Home123 for being a different type of mortgage company, but most of all for Steve being a different type of person. Good news started for me when I picked up the phone and called Home123! You guys are special!" ■



# Applying the 80/20 Rule at Home123: Top Performers in Retail's Non-Prime Division Share What Matters

According to the 80/20 rule, also known as the "Pareto Principle," 20 percent of something is responsible for 80 percent of the results. The value of this rule is that it reminds us to focus on the 20 percent of our efforts that matter the most. We asked the winners of the "Mission to Maui" 2005 incentive trip in the Retail Non-Prime division to tell us what constitutes their 20 percent when it comes to finding borrowers and closing loans. We included the top six most frequently cited factors with select comments. You'll notice that each factor plays an important role throughout the loan process.

## 1. Effective Marketing and Products

"The more products you have in your arsenal the more effective your sales pitch and the better your chances are of finding a fit. 7-Eleven cannot make it on Slurpee sales alone, just like we can't keep the lights on by just selling only 30-year home equity loans. And more often than not, our marketing is the first

interaction people have with us and we want that to convey everything that we represent."

—Scott Christensen, Loan Advisor, Lewisville, Texas

"Getting our name out there and making ourselves noticed is critical. Being the official mortgage company of NASCAR is definitely helping us become a household name."

—David Solis, Loan Advisor, Bakersfield, Calif.



Scott Christensen

## 2. Know Your Customer

"Building rapport during the application process and asking questions can set you apart from the other guys as well as uncover the benefit that customers are truly looking for. Follow up with good old-fashioned customer service and you will find yourself closing more loans."

—Scott Lundquist, Loan Advisor, Mendota Heights, Minn.



Scott Lundquist



Justin Williams

"Every customer is different and one approach for all is not effective. For example, if I have laid-back customers who only focus on simple aspects of the loan, I will not barrage them with overwhelming numbers. For the number-crunching customers, I provide a thorough proposal."

—Justin Williams, Loan Advisor, Virginia Beach, Va.



William Nalley

"The most effective thing I do within 30 seconds of saying hello is to ask my clients to write down my name, phone number, company name and Web site. Then I tell them, 'After all, our parents taught us not to talk to strangers and in order to help answer your questions, and meet your needs, I need to ask you a few personal questions.' This separates me from the rest of the strangers calling and mechanically asking for name, Social Security number, date of birth, etc. This simple technique increased my conversion ratio by 20-plus percent."

—William Nalley, Loan Advisor, Miami, Fla.

## Most in Generating Loan Volume

"You have to become a friend in two minutes. If your borrowers like you as a person it is easier for them to say 'YES!' Then all else falls into place!"  
–Shane Hill, Branch Manager, Las Vegas, Nev.

### 3. Knowledge

"In my humble opinion, great salespeople will commit themselves to learning everything they can about their industry, their products and their competition so they know when to sell what to whom."  
–Bradly Cochran, Loan Advisor, Englewood, Colo.

"As a manager, there are three basic issues that I focus on: hire the best salespeople, train them effectively and hold them accountable for their own production. Mentoring and coaching is what I do from that point forward."  
–John Ortega, Branch Manager, Orange, Calif.

### 4. Educating Borrowers

"You should be a financial advisor, not a rate-quoter."  
–William Dodds, Loan Advisor, Tucson, Ariz.

"We should help our borrowers see what choices they have in the transaction, make a difference in their financial situation and set future goals [with them]. If we do, we will have friends and customers for life, not to mention lots of referrals."  
–Beverly Sneed, Senior Loan Advisor, Tampa, Fla.

### 5. Customer Service

"Customers who are pleased with our service will always share their happiness with their families and friends, which is free advertising for us."  
–Marco Moreno, Senior Loan Advisor, Princeton, N.J.

"Provide a follow-up call to customers every day and involve them in all aspects of the loan (or just call them just to say hi). And after closing the loan, send them a thank you card and ask for referrals."

–Christy Yost, Loan Advisor, Maitland, Fla.



Christy Yost

"Giving P.O.S. – positively outrageous service – ensures that we will have plenty of referrals from our current base of customers and networks."



Doug Koenig

–Doug Koenig, Branch Manager, Tucson, Ariz.

### 6. Integrity

"There are so many unscrupulous loan officers out there who are just trying to make a buck. If you are honest and genuine, show interest in your borrowers' specific situations, understand what they are trying to do and you keep your promises, they appreciate that. And they show their appreciation by referring friends and family."

–Ramsin Kashto, Loan Advisor, Ontario, Calif.

"I can't begin to tell you how many customers have told me about their bad experiences with lenders who lied to them. The main thing they are looking for is someone they can trust."



Jim Ferreyra

–Jim Ferreyra, Loan Advisor, Riverside, Calif.