

Reverse Prospecting for REALTORS®

By Geoff Zimpfer

Are you a Mortgage Originator struggling to find good agents to fill your referral network? Are you looking to break into closed offices and reach top producing agents? Maybe you've tried the open house circuit, attended broker previews and local Board of REALTOR® meetings - with mixed results, at best.

Most Originators rarely meet with enough of the right types of agents, and as a result, struggle to build a steady stream of referral business.

Why?

Three simple reasons:

- 1) You're using the outdated stale approach everyone else is using – “great rates and service.” Really, is that the best you've got? Ask any top agent and they will tell you they can get both from anyone at any time.
- 2) You're going after the wrong agents. Forget the bottom 80%. Set your sights high, go for the top 20% - you know, the ones who are actually closing business and poised for growth.
- 3) You have a limited mindset that undermines your success. Ask yourself, are you carrying around negative baggage about real estate agents? If you're always trying to uncover reasons why you shouldn't work with someone, you're clouding your own judgment and repelling agents (even the good ones!) away from you.

So, how do you unlock the secrets to successfully working with Realtors?

Simple! Follow 3 repeatable steps. In no time flat, you'll have successful agents coming to you for a change – they'll be giving you their referrals and seeking your help with their clients.

Step 1: Provide Value

REALTORS® are busy and must allocate their time carefully. Lead generation methods like bringing donuts to broker offices and handing out free pens simply don't work in today's real estate market. REALTORS® want something they can use to enhance their business pipeline right now.

Step 2: Provide Business Building Resources

Begin hosting educational seminars. Then share and distribute relevant content to REALTORS®. It's not necessary to be a formally trained public speaker or an expert on each topic. You can easily arrange for local speakers to present on a variety of subjects. Most are eager to share their knowledge – often times at no cost. Topics can range from Social Media, Web, Marketing, Home Staging, Sales, and Tax Tips, amongst many others. Be creative! The possibilities are endless.

Step 3: Rinse, Repeat, and Refine

Define and document your processes so you can streamline your seminar production while continuing to provide relevant, helpful information to REALTORS®. By having an established system in place, each event will be consistent, professional, and worthy of them taking time out of their schedules to attend.

You, A Local Celebrity?

Educational seminars provide a way to generate contact with multiple REALTORS®, as opposed to just one at a time. The idea is to become the conduit through which the REALTOR® receives expert advice. By doing this, you will quickly become known in your local community as the “go to” expert, which builds your credibility, awareness, celebrity, and trust.

Start now and in no time flat, you’ll quickly knock down the barriers to top producing agents. Consistent referrals are guaranteed to soon follow.

Get in the game and start capturing more agents today. Download your free eBook: *Speed Marketing™* for Loan Officers, “How to Double Your Agent Referral Partners In 90 Days.” Grab your free eBook here: www.LoanOfficerMarketingBlog.com