

MILLION DOLLAR LOAN OFFICER

THE 4-STEP REALTOR ATTRACTION METHOD

How to get in front of more Referral Partners
in 3 months than most Loan Officers will in 3 years!



THINK • PLAN • DO

THE BACKSTORY

Welcome to Part 1...where we'll talk about how to set appointments, what script to use, how to get people to meet with you, and how to engage them.

But before we do, I want to give you some context. I have a lot of people reach out and ask, "Hey, how are you getting your appointments with referral partners?" And all of those questions and conversations prompted us to break into a new market in 2019. Here's a little backstory on why:

We were getting ready to launch Loan Officer Experience (now Million Dollar Loan Officer). When we talked about our success with getting new referral partners in our own business, many loan officers would say, "Oh yeah, Mike, hey, it's great that you're having great results, but you've been in that market for a long time. You've done videos for a long time. Everybody knows you in your market, yada, yada, yada..."

So, we looked at each other and said, "Well, why don't we go into a brand-new market where nobody knows us and do the exact same thing that we're doing here, and let's see if there's something to this method. Let's test it for real."

Right? Let's see if it's true. So, we broke into a brand-new market about an hour north from here. We had done some loans up in that area in the past, but I didn't have a well-known name established in that market at all.

Our process was extremely simple. Over a six-week period, we blocked off one day per week, a Friday, and we set appointments. I met with four agents each Friday, six weeks in a row, for a total of 24 agents. We held one class in that area, too, with 12-14 agents in attendance. So overall, we met with a total of 36-38 agents over a six-week period, dedicating only one day per week to that new market. Quite frankly, it was only a half day, because I was up there at 9:00 and done by 2:00.

As for the results...they were really cool. Out of the 38 agents that we met with, we got 16 of them to refer us, who we are now working with and closing business with. 16 out of 38.

So, how did we do it? Let's dive in.



WHY THE SCRIPT WORKS

Before we talk about the script we used to book appointments, let's talk about common reactions or objections to the script. Lots of folks look at it and say:

"Wow, that thing's long. That's a long script...They're not going to stay on the phone until the end. They're going to hang up on you."

I get it. I understand why people might say or think that.

But here's why we made it longer and more in depth. There have probably been times you call up a real estate agent to get the appointment and you go, "Hey, this is who I am. This is what I do. You want to meet for coffee?" And they're like, "Yeah." And then you hang up the phone... and 26 seconds later you're going, "Wow, Did I really just get that appointment?"

You may realize later that you experience a high cancellation rate on your appointments. In reality, they just said yes to the appointment to get you off the phone, right?

We have a long and intense script that speaks specifically about what we're looking to do. If somebody really has no interest and wants to get off the phone...they will hang up or say no thanks... they won't stay. They're weeding themselves out of your mix for you.

This is not a magic script that will work every single time. But more times than not, you get people that go, "Yeah, man, I'm pretty interested."

So, let's talk about how the script came to be, and why it works:

We were going to break into a brand new market. I knew I had to pick up the phone. I knew I had to call into that market. I had to talk to people that we didn't have relationships with and who didn't have a lot of knowledge about us in their marketplace.

So, I asked myself, what do we believe? What is true for our business?
What is the mindset I'm going into this script with?



WHY THE SCRIPT WORKS

There's a lot of power in this script, because it wasn't designed from just putting random words down on the paper. It was designed by drawing from ideas, thoughts, and successes created and proven in our business. We just made sure the words matched those ideas.

Some of those ideas were:

- We have a passion for helping people get what they want.
- We have a passion for marketing and finding new customers in the marketplace.
- We've helped agents in the past with getting the things that they want, and we can duplicate those successes for these new agents.

We had to have a compelling message while talking on the phone. We have a very short period of time to captivate that audience and get their attention. And we know most Real Estate Agents have one thing in common: they typically want to hear about opportunities to make more money, to close more business, and get more clients. We also know that a lot of them struggle to focus and implement marketing in a disciplined way to create opportunities on their own.

So, the message is built around all of those ideas. And not surprisingly, when I started executing it very early on, I found there's a very favorable response rate. I was hearing "Yes" more times than not. It was pretty exciting.

So, let's break the script down and understand it before we talk about how to implement. The cool thing is that you can use this script yourself, or you can use a dialer who can make the calls and use the script for you.



THE SCRIPT

Here it is:

Hi, this is Jason Pammer from Michael Mann's office with VIP Mortgage. We have been a direct mortgage lender in the Lehigh Valley area for about fifteen years. Michael has been focused on helping our agent partners close more business and do it in less time. His real passion is in marketing and he is currently working on increasing our direct to consumer campaigns. So, as a result, we frequently come across buyers and sellers that are not working with an agent. Michael is looking to expand to the Poconos Stroudsburg market and would like to find out if you have the capacity to take on some additional business. He'll be in your area on Friday and would like to meet with you for about thirty minutes. I have some morning and afternoon times available. What time would be best for you on Friday?

Some LO's might object and say, "Well I'm not really doing that much direct to consumer marketing, and I don't give out many referrals."

I say:

- Well, do you post on Facebook?
- Do you have a current database?
- Are you trying to get your past clients to come back and work with you?
- Do you have an ad in a newspaper, or a sign in the front of your building?
- Do you tell people, "Hey, I'm in the mortgage business, when you want to buy a home, you should come to me"?

If you answered yes to any of those...then YOU ARE marketing direct to consumers. And a lot of times, these folks won't have somebody that they're working with. YOU ARE working to increase your direct to consumer campaign!

The reason that I'm pointing this out is because our lizard brains have a habit of kicking into gear when we hear about other people's successes or about things that other people are doing. There's a part of your brain called the lizard brain that is trying keep you safe. Your brain will come up with excuses, reasons, or stories that explain why this won't work for you. Because it's new, because it's putting yourself out there, it's possible you'll get rejected. So, your brain is going to say, "You're not looking to increase your direct to consumer campaign, so this doesn't work for you."



THE SCRIPT

I'm busting that myth right now.

How many times do clients tell you that they're working with an agent? Have you ever taken it a step further and asked what their agent's name is, and they say, "Oh, Remax," or, "Oh, Keller Williams."

Their initial reaction, saying they had an agent already when they clearly don't, is called a smoke screen. So, you do frequently come across buyers and sellers that are not working with an agent. YOU ARE increasing your direct to consumer campaign.

Now, the next part of the script...pay attention here guys:

"We are looking to expand in your local market, and would like to find out if you have the capacity to take on some extra business."

Why do we say that? Real Estate Agents typically want to hear about opportunities to make more money, to close more business, and get more clients. We also know that a lot of them struggle with this. This is what gets their attention, and their interest in a meeting increases drastically.

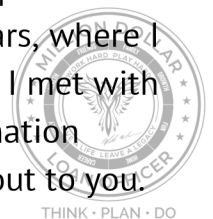
In the next portion, we say:

"(I'll or He'll) be in your area on Friday, and would like to meet with you for about thirty minutes."

I have some morning and afternoon times available. What time would be best for you on Friday?"

We must stay in control!

If you're going to implement this system, it's very important you set yourself up a stacking day. Stacking appointments is something that I have done for two years, where I met with four or five Real Estate Agents in one day. Over that two year period, I met with almost 1,000 Real Estate Agents. Kind of crazy, right? If you'd like more information about stacking appointments, send us a message and we'll be happy to get it out to you.



STACKING APPOINTMENTS

The stacking of appointments all together at the same place during the same time block is very important because it's imperative that you're not driving all over town. If you're driving one hour this way, thirty minutes that way...it's not an effective use of your time. The Real Estate Agents will actually come to you.

Back when I was beginning my career, I had a problem with this. I didn't feel confident enough to tell agents when I was going to be somewhere on a specific day and at a specific time...not until I really started doing it consistently. The fact is that people WILL follow your directions, especially when you have a great message.

Yes, we are trying to get as many appointments as we possibly can, but we're qualifying the people first, and we're doing it so that's convenient for us. We're not running around like chickens with our heads cut off, going to different places, getting stuck in traffic, wasting our gas. We're meeting in one location, and we're doing it consistently. It's very predictable and repeatable.

So, what if somebody says, "I'm not available to meet with you Friday."?

I'll go out a Friday or two..."Hey, does the following Friday work?" We find that if people want to engage and are really interested in the appointment, they will make time, and they do take the appointment on a Friday when I'm available. If the message is compelling enough, people will want what you're offering and will make it happen.

What happens when they say no?

Just like above, we offer another Friday. We offer another time, and we ask if there's a better time for them. Like I said before, this isn't totally magic...it doesn't work all the time. When they say no, or if they object, it could be true that it's just not for them. It may not be a match.

If that day or time simply doesn't work for them, but they are interested in talking, what I like to do at this point is offer another solution. We're going for the one-on-one appointment, but we always have something in our back pocket. So, let's play that out.



ALWAYS HAVE A BACKUP

"Hey you know, Friday's just don't work for me."

You say this:

"Hey, hey, no problem. Cool, I understand that."

"Next Thursday, we're actually having a happy hour up in your area. We hold it at 'The Restaurant Name' a really nice place close by to you. We get together, we just get to know some people, do a little networking thing. Would you be interested in attending? Could I put you down? We do it from 5:00 to 7:00."

We always have something as a backup or in addition to the initial one-on-one meeting we're offering. We could also be teaching a class. We teach several classes every single month.

So, that would sound something like:

"Hey, you know, next Wednesday at the Association of Realtors, Michael's teaching a class on how to generate thirty Facebook leads on every listing that you have in your arsenal. Are you able to attend the workshop? I can reserve a seat for you now."

If they say yes, awesome. We're scheduling the appointment!

So, before you're setting up these places and times for your stacking appointments, I would also start thinking about either teaching a class or doing a happy hour, so you have somewhere to dump the people that don't want to meet one on one. That way you still have the opportunity to get face to face with them.

How about if they say no to that? Where do you go from there?

No to the happy hour? No to free drinks and food, or some education?

Where do you go from there? Nowhere...move on. SW, SW, SW, SW

"Some will, some won't, so what? Somebody is waiting..."



HAVE FUN WITH IT!

If you're really bold like me, you could have a little fun with the people that don't want more leads, free drinks, or education. You could say something like:

“Well, one last thing, can I ask you a favor? You know of a real estate agent in your office that is struggling, maybe wants to make an additional five to seven thousand dollars a month by partnering with a good lender? I’d love to get a name of somebody in your office.”

Now, I've had people go, "Well I want to make an additional five to seven thousand dollars a month."

"Oh, okay, cool. So we're going to be up in your area on Friday at the 'place.' So, what time's better for you, 10:00 or 11:00? Love to get together and meet with you."

It doesn't happen often and it might be one of those "one or two in a hundred" kind of things. But it is really funny to take control back in the conversation...you establish yourself as the prize, and it feels good getting off the phone. You don't feel as defeated.

I think the most important thing is to not overthink the message, to not overthink the script. The script works. We've used it in our local market. We used it in a new market up north, and we used it an hour south. We've had our dialer call and just read it word for word, and constantly schedule appointments. I'm sitting here with appointments scheduled right now. These are appointment sheets that are set by the dialer....four of them for this Friday.

Appointments are constantly being set... so it does work! Get out of your own way, out of your own head. Trust that it works. Execute it. And you're going to find great results like we did.

The agents will say yes to the appointment because they like what they hear. They are not going to say, "Where are the leads? Where's my referrals?" at the meeting. It has literally never happened.

And if it does happen, the person's probably a jerk and they just identified that you're not a good fit anyway. We're just getting talking, we're meeting people, and we're having conversations.



FOR PART 2 AND MORE INFORMATION...

If your brain is really stuck on this objection and you want more information about direct to consumer campaigns or any help in generating leads for cultivation and conversion, we have our GCIC program for loan officers - generate, cultivate, incubate, and convert. This is not only how to generate leads and cultivate them to start a conversation, but then once the conversation's started, we have tools to incubate and also convert those leads. So, you do have a direct to consumer lead generation program. You just haven't signed up for it yet. Fair?

We have a whole array of lead generation tools and stuff that you have access to inside our private Inner Circle group.

If you're interested in learning more about that, feel free to reach out. Send us a message.

Trust it. Trust in yourself. Know that you're right by them and that you have massive value to offer, and you can create maximum impact in somebody's life and career. Step outside your comfort zone, because the more uncomfortable positions you put yourself in, the more money you will eventually make.

And, this is just the first part, setting up the appointments...Part 2 is all about exactly what to say and do at the meetings to get results.

If you would like to know more about exactly what to say AT the appointment for real results, drop us a line and request more info [HERE](#).

If you're interested in private consulting, just reach out to us, [HERE](#).

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