

# *The* **Little Book** *of* **Mortgage** **Seminars**

*Eight niche Mortgage Seminars loan officers  
can swipe to get MORE leads from home  
buyers, home sellers and real estate agents*

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✓ *How to get  
people to attend  
your events*

✓ *Step-by-step  
outline of what  
to talk about*

✓ *How to  
effectively  
follow up  
after the  
seminar is  
over*

***By Karen Deis***

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# Introduction



Do you remember your favorite teacher? Mine was a guy by the name of Mr. Klaus, who taught world government. Now, I have to tell you, I grew up in a small town, and world government was the farthest thing from my mind at the time – but he made it interesting, and left me wanting to learn more.

This e-book is about how to incorporate mortgage seminars into your business plan.

It covers eight niche seminars.

It's about lead generation and getting more prospects to do business with you.

Just a little background on why I'm qualified to talk about marketing to first-time home buyers.

I had been in the mortgage business for 28 years. For 8 years, I held regular mortgage seminars as one of the ways that I generated leads. At every single one of the seminars, I averaged 30 attendees.

And you can too.

Think of holding seminars that are so interesting that the prospects who attend think of you as their favorite teacher – only you would be their teacher to buy real estate and get the best mortgage loan.

In this book, I'll discuss:

- **Eight niche seminars**
- **Seminar planning basics and mistakes**
- **Who should speak at your events**
- **How to get people to attend**
- **What unique content to present**
- **How to follow up after the event is over**

## Some Information About Karen Deis



My mortgage career began on April Fool's Day, 1972. Little did I know that it was the luckiest day of my life, because I found both my career and my passion in an industry that not only helps individuals and families own a home of their own, but fuels our economy.

When I think about the various jobs I've done and positions I've held, it makes my head spin like Chucky, in the movie "Child's Play."

### Positions held In mortgage industry

Closing Agent  
FHA DE Underwriter  
VA Underwriter  
Fannie/Freddie Underwriter  
Loan Originator  
Branch Manager

Mortgage Company Owner  
Real Estate Company Owner  
Appraisal Company Owner  
Co-owned Mortgage Company with  
Large Builder

### Some of the affiliated positions have been

Habitat for Humanity – Board of Directors  
Home Builders Associations –  
Board of Directors  
Indiana Mortgage Brokers Association  
(Local Chapter) – Vice President  
Wisconsin Mortgage Brokers Association  
(State Chapter) – Vice President

Mortgage Originator Magazine –  
Advisory Board  
Junior Achievement – Board of Directors  
Local Realtors Association –  
Education Chairman  
Mortgage Industry Speaker –  
Consumer-Direct Marketing Topics

### Contributing writer

MortgageTalkingPoints.com  
Origination News  
National Mortgage News  
ActiveRain.com

## Visit my other websites

[www.LoanOfficerTraining.com](http://www.LoanOfficerTraining.com) – Sales and Marketing strategies for loan originators, including e-Books, free videos, consumer videos and lead-generation products.

[www.LoanOfficerMagazine.com](http://www.LoanOfficerMagazine.com) – E-zine published twice a month with sales and marketing strategies, sample marketing ads, and Done4You client and Realtor articles to help you keep in touch on a regular basis.

[www.MortgageCurrentcy.com](http://www.MortgageCurrentcy.com) – E-zine published twice a month with mortgage rule and compliance updates. Interpreted for you in plain language on how it affects your files, your office procedures and your licensing. Includes Realtor marketing downloads, Mortgage Talking Points™, charts and checklists, and pre-written Facebook and Twitter posts.

[www.ApartmentToolKit.com](http://www.ApartmentToolKit.com) – An easy way to generate home-buying leads by marketing to apartment complexes. Includes marketing kits and low-priced apartment complex mailing address lists.

[www.MortgageGirlfriends.com](http://www.MortgageGirlfriends.com) – A membership website exclusively for women in the mortgage industry. Includes articles, videos, training sessions, and free strategy calls with women mortgage experts to help increase your business.

[www.ProAssistMarketing.com](http://www.ProAssistMarketing.com) – An easy way to email and keep in touch with past clients, family, friends and real estate agents using the Done4You informational articles. You choose the articles or use the set-it-and-forget-it option, where articles can be emailed automatically.

[www.CorporateBenefitsKit.com](http://www.CorporateBenefitsKit.com) – Close more Loans using Corporate Benefits Strategies. This unique system shows you how to work with corporate accounts so you become their preferred mortgage lender. The benefits apply to all corporate employees – not just relocation departments.

# Chapter 1. Seminar Planning Basics

Let's get this one out of the way first – seminar planning mistakes.

The first one is trying to cover everything in one seminar, which leads into the second mistake of having too many speakers or topics.

I've seen ads where there's a title rep, an appraiser, an inspector, a loan officer, an escrow agent, a real estate agent – virtually everyone who has anything to do with a real estate transaction. First of all, it's overwhelming, and secondly, you could end up with more presenters than attendees.

Another mistake is not holding seminars on a regular basis. Consider setting up at least three seminar dates in advance. Just because you picked a date doesn't mean people can attend on THAT particular date.

By scheduling a minimum of 3 dates, they have other dates to choose from. You've probably heard the excuse, "Well I can't make it. I'd love to attend but...." Well, this is your opportunity to get them registered for an alternate date.

Additionally, scheduling 3 dates in advance saves you time and marketing costs. If you are sending out postcards, letters or advertising your event on social media, Homes Magazines, radio or newspaper, it saves you time and money by not having to change the ad every month. Your marketing materials are good for 90 days.

I suggest holding your seminars at a neutral location. A title company, a library or community center. Holding a seminar at a real estate or mortgage company office intimidates people, and they're less likely to attend.

Market your event in multiple ways.

Placing one ad announcing your seminar in the local Homes magazine is not a marketing plan. Consider placing the ads for the seminars in several Homes magazines if you have them in your area, as well as in for-sale-by owner and builder magazines. Also post a notice in the classified section of the newspaper. Send out postcard announcements to [apartment complexes](#), past clients, [corporate accounts](#) and prospects.

Announce your seminars on your social media pages – Facebook, LinkedIn, Blogs.

Send email notices.

Oh, and include your affinity partners, past clients, family and friends. They may not be interested in attending a seminar, but they may know someone who may be interested – so ask them to refer people they know to recommend the events.

When placing your ad, be very specific on what you're going to cover. Provide bullet points outlining "what they will learn."

Offer something "free" as an inducement to attend. I offered a free in-file copy of their credit report as a bonus. An average of 80% of the attendees completed the mini-authorization form. This is a HUGE benefit for you too because you are able to determine which attendees are eligible (based on a credit score) to buy a home now versus those that may need to increase their scores.

Provide handouts (or a seminar booklet) to all attendees. It could be a copy of your PowerPoint presentation. Comparison charts. Checklists. A section to take notes. And, of course, your contact information. Subscribers to [www.MortgageCurrentcy.com](http://www.MortgageCurrentcy.com) will find charts, checklists and loan program outlines that can be included as part of your handouts.

With only a few exceptions, I recommend that you limit the number of presenters to only one or two people.

Hold your seminars on either Tuesdays or Thursdays. Mondays and Fridays just won't draw the crowds, and Wednesdays are usually evening church services. I have had some success holding seminars on Saturday morning, usually between 11 and 12 o'clock.

Require people to RSVP and give them several ways to do so. Recorded message. Social Media. Email. Get their name, phone number and email address. Confirm one week in advance and again two days in advance. If they registered and then tell you that they are not going to be able to attend, register them for an alternative seminar date.

Another mistake is giving up after one or two seminars (if you initially have a low turnout). Consider it as a long-term lead-generation system. The more you market and advertise your seminars, over time, more people will attend. I recommend holding at least eight events a year. Don't schedule them during the holidays – namely November and December.

Schedule your seminar for one hour only, usually from 7 to 8 pm. If you find that you're running over your set time limit, stop the seminar at 8 pm and give people a chance to leave. People believe what you say, and the goal is to get as much information into one hour as you possibly can. But the trick is to leave some information hanging out there, because that gives them, and you, a reason to follow up.

One other huge mistake that I have seen is "trying to be all things to all people." It's critical that you create and market "niche" seminars for different types of home buyers.

That's what this book is all about. How to create, market and hold unique seminars to attract the types of clients that YOU want to do business with—based on your business plan and the niche mortgage programs that you offer.

For example, my business model was to specialize in A-paper, conventional loans only. While I did hold First-time Home Buyer Seminars, my bread-and-butter events were "Second-time Home Buyer Seminars" and "New Construction Seminars."

This book will cover eight different unique and niche seminars. You may already know your niche and the types of clients (including real estate agents and/or builders) that you like to do business with. Or, you may want to change who you are marketing to now and start over, or diversify and work with a couple of different “niche” clients.

I will also discuss several ways to follow up with attendees AFTER the seminar is over. That’s the most IMPORTANT part of this entire strategy—referrals to your real estate agents and builders—and turning those leads into closed loans!

By the way—specializing in certain types of loans or clients is NOT red-lining. Red-lining is where the mortgage company decides not to lend in a “certain area” in town. Nor is it considered “discrimination.”

Here’s the list of eight niche seminars that I will cover in great detail:

- **First-Time Home Buyers**
- **Second-Time Home Buyers**
- **VA Buyers**
- **New Construction Buyers**
- **Women-Only Buyers**
- **Home-Seller Seminars (because they may be your next buyer)**
- **For-Sale-By-Owner Seminars (same as above)**
- **31 Seminars for Real Estate Agents**

Finally, don’t try to create seminars for all eight of these niches. Choose only one or two that are your specialty (or that you want your niche to be), and learn all you can about your potential home buyers, what motivates them, and how to find them.

As an added bonus, I am offering you one hour of free coaching—including a review of your marketing plan and seminar content! Email [Karen@LoanOfficerTraining.com](mailto:Karen@LoanOfficerTraining.com) and use the subject line: “Requesting Coaching Call for Homebuyer Seminars.”

So, buckle your seatbelts and be prepared to generate more leads that you can say “grace” over!

## Chapter 2. First-Time Home Buyer Seminars



**Speakers for FTHB Seminars** – ONLY YOU! Your goal is to have a FTHB rely solely on you for advice, real estate referrals, interest rate quotes.

The ONLY exception would be if you are an exclusive in-house lender for a real estate company. Ask the broker-owner to give a 5-minute presentation about real estate trends in your community. If you choose one real estate agent, you're going to alienate the others. The broker-owner is the "neutral person" at the event.

**Content** – The content for your first-time home buyer seminars could be endless. The important thing to remember is that these are first timers and to keep it simple. Don't use mortgage terminology. Use examples and scenarios they could easily understand.

These bullet points will help you get started. You may want to include unique programs (such as state-subsidized down payment programs or Mortgage Credit Certificate programs). Remember that you can overwhelm your audience—so create a presentation that will last for only one hour.

You may also want to use this outline as slide content for your PowerPoint presentation. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Why it's important to check your credit score first
  - Credit score thresholds could determine interest rate and fees
  - Why complete the mini-application provided to get free copy of credit report
- Not all mortgage companies are alike
  - Explain why your company is different from your competitors (i.e., broker vs. banker vs. credit union, etc.)
  - What you offer that's unique to FTHB
- Tax advantages of home ownership
  - Ask an accountant to prepare an example to include in your handout
- Loan programs to consider for first-time home buyers
  - FHA
  - Fannie's HomeReady
  - Freddie's Home Possible
  - VA – No Money Down
  - USDA – If offered in your area

- The difference between being pre-approved vs. pre-qualified
  - Documentation needed
  - How a loan is pre-approved
- Where to find cash for your down payment, closing costs and cash reserves
  - Checking and savings accounts
  - Gifts
  - Income tax refunds
  - Borrowing against something of value
  - IRA or 401K accounts
  - Cash value of life insurance policy
  - Stocks or bonds
  - Seller paying closing costs
- How to save money by taking out a 25-year fixed-rate mortgage vs. 30-year term
  - Provide a comparison chart showing the difference in the monthly payment versus the interest savings (over 5 years, over 10 years, and then the entire term of the loan).
- How to increase your credit score
  - Recommend reputable credit repair agencies
- How to choose the a real estate agent who specializes in working with first-time buyers
  - What to look for when choosing a real estate agent
  - Recommend three agents (who specialize in working with FTHB) and include their names and contact info in your handout materials.

End by saying that you will be contacting each of them to set up a “Home Buying Plan” especially created for them (see [Chapter 10](#)).

The outline above should take just about an hour.

**Marketing Strategies** – The National Association of Realtors Survey of Home Buyers and Sellers claims that 1/3 of home buyers are first-timers. In addition, 78% of them “rented” before buying their first home.

Here's a suggested title and short outline to advertise your FTHB event:

### **The Mistakes First-Time Home Buyers Make When Buying Their First Home**

*Here's what you will learn...*

- **The difference between being pre-qualified vs. pre-approved**
- **How to improve your credit score—if it's too low to qualify**
- **Unique ways to get money for your down payment and closing cost**
- **How to save thousands of dollars on a fixed-rate mortgage**
- **What to look for when choosing a real estate agent**

Handouts and a free copy of your credit report are included when you attend.

It's important to use multiple ways to get the word out. Oh, and remember to post three dates.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days beforehand.

**Your Database** – This includes past clients, family and friends, affinity partners. Your past clients will not be first-time home buyers, but they may know of someone who is, so ask them if they know of an FTHB who would benefit. Ask for a referral.

Outline what will be covered and provide links to your social media pages.

**Homes Magazines** – Yes, people still read those printed magazines (or they wouldn't keep publishing them, right?). It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing—when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical. Don't buy the ad if they cannot "guarantee" ad placement.

**Apartment Complexes** – Remember the NAR statistic—that 78% of FTHB “rented” before buying their first home? Apartment complexes are a goldmine of potential leads.

The first hurdle is to get the addresses of the apartment units. There are several ways to obtain the addresses. You could hire someone to walk the complex, write them down and create an Excel spreadsheet. Some title companies may have a list or two. Or, you could order accurate lists from [www.ApartmentToolKit.com](http://www.ApartmentToolKit.com). (Beware of address list companies—they usually only provide addresses for “zip code areas” versus the exact complex, so you may be marketing to vacant lots or businesses.)

Send postcards announcing your seminars. The headline suggested is:

**When Your Lease Is Up, Do You Know Where You Are Going to Live?**

*Attend this seminar and learn how you can own your own home!*

- Provide the 3 dates
- An outline of what will be presented
- Refer to your website for additional details
- Provide contact info and ask for an RSVP
- Postcard size 5” x 7”
- Send first-class mail

**Handouts** – Not only are they reference tools, but they’re also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report.
3. A list of real estate agents that you recommend.

**Recap** – It takes patience, some handholding and keeping your clients updated during the entire loan process. The best part is that if you are memorable, do an awesome job, they will refer their first-time home buyer friends to you.

## Chapter 3. Second-Time Home Buyer Seminars



While things may have changed since the time they purchased a home, they basically know the drill—what it takes to apply for a mortgage loan—the process—the underwriting and closing. However, stay away from using “mortgage terminology” because some of it has changed, and now they will be experiencing waiting periods and different disclosures.

**Speakers for Your Second-Time Home Buyer Seminar** – You, and maybe (and I mean you will have to be very selective here) a real estate agent who would present the current real estate stats that have been included in the handout.

Make it short and sweet—they have only 5 minutes to talk, and absolutely NO selling from the stage. Tell them you will include their name with the names of two other agents in the handouts.

**Content** – You may also want to use this outline as slide content for your PowerPoint presentation. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Why it's important to check your credit score first
  - Credit score thresholds could determine interest rate and fees
  - Why complete the mini-application provided to get free copy of credit report
  - Why previous mortgage history is important
- Not all mortgage companies are alike
  - Explain why your company is different from your competitors (i.e., broker vs. banker vs. credit union, etc.)
  - What you offer that's unique for second-time buyers
- Proceeds from sale of home
  - The entire amount of proceeds DOES NOT have to be used to purchase another home.
  - Illustrate how it might make sense to use some proceeds to pay off debts to qualify
- Loan programs to consider for second-time buyers
  - Conventional mortgages
  - FHA – Cannot have 2 FHA loans
  - If not 20% down, PMI vs. Financed PMI
  - VA – Reusing eligibility
- The difference between being pre-approved vs. pre-qualified
  - Documentation needed

- Example of 15, 20, 25 and 30 year fixed rate payments
  - Provide a comparison chart showing the difference in the monthly payment versus the interest savings
- How to increase your credit score
  - Recommend reputable credit repair agencies
- Real estate statistics for your area
  - Obtain from real estate agent
  - Average number of days on market
  - % of listing versus sales prices
  - You recommend 3 agents (who specialize in working with second-time buyers) and include their names and contact info in your handout materials

End by saying that you will be contacting each of them to review their home selling and home buying plans and offer to pre-approve them.

The outline above should take just about an hour.

**Marketing Strategies** – According to the National Association of Realtors Home Buyers & Sellers Survey (2015), the “repeat buyer” category makes up 68% of all homes purchased. They outline some important things you need to know about repeat home buyers.

- Average age – 54 years old
- Reason for buying another home – by importance
  - Home too small
  - Job relocation
  - Closer to family and friends
  - Home too big
- Average length of time owned current home
  - 9 years
  - And 37% of all sellers offered an “incentive” to a buyer to help them to sell their home quickly

Here's a suggested title and outline to market your second-time home buyer event:

### **The Mistakes Second-Time Buyers Make when Buying Their First Home**

*Here's what you will learn...*

- **What has changed since the time you purchased your last home**
- **Why you don't need all your proceeds from the sales of your home for a down payment**
- **Mortgage loan programs to consider**
- **How to buy a home even if you've had a foreclosure**
- **How to save thousands of dollars on a fixed-rate mortgage**
- **The current real estate trends**
- **How to choose a listing agent**

*Handouts and a free copy of your credit report are included when you attend.*

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (will be different than FTHB ads—see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days beforehand.

**Your Database** – This includes past clients, family and friends, affinity partners. Based on the statistics from the NAR, you may want to query your database and target clients who have owned their home 5 or more years. This includes both closed loans and outstanding pre-approvals. These are your IDEAL candidates.

**Homes Magazines** – It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing – when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Apartment Complexes** – There are still many people living in apartment complexes who had a foreclosure or bankruptcy when the real estate market crashed. They may not think they can buy a home. With the “job loss” waiting period at only one year, and shorter lengths of time for other derogatory credit issues, they are also a candidate to attend your seminar.

Send postcards announcing your seminars. The headline suggested is:

**Have You Owned a Home Before—and Think You Can Never Buy Another One?**

*Attend this seminar and learn how you can own a home again,  
even if you’ve had credit issues in the past.*

- Provide the 3 dates
- An outline of what will be presented
- Refer to your website for additional details
- Provide contact info and ask for an RSVP
- Postcard size 5” x 7”
- Send first-class mail

**Handouts** – Not only are they reference tools, but they’re also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. Information about real estate trends in your community.
3. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report.
4. A list of real estate agents that you recommend.

**Recap** – While you may think that repeat buyers won’t need as much hand-holding, they really do! What is different is that they will be comparing you to their first home-buying experience, so it’s even more critical to keep in touch.

This is also a huge referral source, as (hopefully) they have acquired even more friends (than FTHB) who they could refer to you.

## Chapter 4. New Construction Seminars



Regardless whether or not you have a ton of new construction going on in your area—there are always people out there who cannot find the home of their dreams and will consider building instead.

This is also your chance to get your foot in the door with builders, if it's your goal to work with them.

New construction was one of my pillars of business (and that's how I also formed a mortgage company with a large builder). It is profitable, and clients are less like to “shop around” for a mortgage.

“Tract builders” usually have more clients and quicker building timeframes. However, custom builders usually have the higher loan amounts.

As a loan originator, you should be well-versed on construction loans. If your company does not offer construction loans (or the builder provides the construction financing), check with your company and investors about the possibility of offering long-term interest rate lock-ins, and loan commitments.

**Speakers** – You and a builder.

The best part is that if you decided to hold a series of new construction seminars, you could invite a different builder to speak at each event—eight events, eight builders.

During your one-hour presentation, I recommend that you split the speaking time 50/50. The builder's info will also be included in the handouts.

**Content** – One thing to remember is that only a small percentage of home buyers know what it takes to build a home. Even if they have built a home before, it's a different process when working with different builders.

You may also want to use this outline as slide content for your PowerPoint presentation. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- How to choose a builder, a floor plan and location to build
  - Price range
  - Review floor plans
  - Why the lot/land must meet certain mortgage requirements
- How to get started once they have decided to build a home
  - Meet with a builder to “ball park” the final cost of the home

- Getting pre-approved before buying a home
- Why a new construction appraisal is different than an existing home appraisal
  - Land value
  - “To Be Built” value
  - Upgrades added after first appraisal has been completed
  - May need a second appraisal due to expired date/upgrades
  - Final inspections
- Who will be providing the construction loan and how it works
  - Each builder will be different, so talk with them about this ahead of time
  - Who will provide the construction financing
  - Does construction interest have to be paid monthly or is it included as part of the final costs.
- The loan process
  - May have to update paperwork several times due to expired docs
  - Importance of maintaining credit and status quo during construction
  - May have to update the appraisal—value may change
  - What happens if they want to increase the loan amount due to upgrades
  - How the client and builder meet to finalize costs
- Locking in the interest rate for a longer period of time
  - Check options with your company/investors for long-term rate locks
  - Check for lock-in and rate float-down options
- The building process
  - Builder explains the process from finding the lot/land to completion
  - Time it takes to build
  - What could be the possible delays
  - Upgrades
  - Periodic and final inspection reports
  - What’s a “Punch List” and why small updates can be made after the loan closes

This presentation should take about an hour. I caution you not to cover TOO MUCH info, just the highlights, because building a home cannot be covered in one hour. It’s too much of a one-on-one process between the borrower and the builder.

**Marketing** – There are many reasons why someone would like to build a new home. They want something new. They can’t find an ideal, existing home. They already own the land. They want to locate in a new area that is being developed. The list goes on.

Here's a suggested title and outline to market your second-time home buyer event.

### **The Mistakes People Make when Considering Building a New Home**

*Here's what you will learn:*

- **How to choose the right builder**
- **How to get started once you have decided to build**
- **How the building process works**
- **What types of mortgage loans are available**
- **How an appraisal on a new home differs from buying an existing home**
- **What additional costs could be involved**
- **Interest rate lock-in options to consider while the home is being built**

Handouts will be provided by the builder as well as a free copy of your credit report when you attend.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (will be different than FTHB ads—see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days before hand.

Write the post for your builder and ask that they post on their social media pages or give you permission to post for them.

**Your Database** – This includes past clients, family and friends, affinity partners. Based on the statistics from the NAR, you may want to query your database and target clients who have owned their home 5 or more years. This includes both closed loans and outstanding pre-approvals. These are your IDEAL candidates.

However, they may be first-time buyers who would prefer to build instead of buy an existing home. Review your pre-quals and pre-approvals and determine who might be having issues finding a home. Or the existing home inventory is so tight that homes are sold before they even have a chance to look at them

**Builder's Database** – I'm sure (at least I hope) that they also have a database of people who have inquired about building a home. Provide the content (see sample ad above) and ask them to email to their database or allow you to email a notice to their prospects.

**Real Estate Agents** – There are two different ways that I suggest you market to them.

1. Send an email asking them if they are working with clients that they have been showing homes to (many, many homes) who simply can't find what they are looking for—or the existing home sales—or they lose a home due to a bidding war. They might want to attend the seminar with their clients to learn what's involved in building a new home instead.
2. Send an email to real estate agents to see if THEY would like to attend the seminar—regardless if they have a client or not—so they can learn a little more about the building process.

**Homes Magazines & Builder Publications** – It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing – when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Apartment Complexes** – There are people whose homes have already sold who had to move into an apartment while looking for another home to buy.

Send postcards announcing your seminars. The headline suggested is:

**Have You Recently Sold a Home  
and Are Having Trouble Finding the Home of Your Dreams?**

*Building a new home may be the best option for you.*

*Register for this seminar called*

**"The Mistakes People Make when Considering Building a New Home"**  
*and learn how this might be your best option ever.*

- Provide the three dates
- An outline of what will be presented
- Refer to your website for additional details
- Provide contact info and ask for an RSVP
- Postcard size 5" x 7"
- Send first-class mail

**Handouts** – Not only are they reference tools, but they're also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. Builder's contact information
3. Sample floor plans
4. Pictures of completed homes
5. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report
6. Information from the builder (i.e., checklists, lots/land available, outline of building process, etc.)

**Recap** – If you decide to add new construction as a pillar of your business, this is one area where you need to educate yourself on the differences between buying an existing home and building a new one. Check with your manager, your secondary marketing staff, your investors, and see what is offered in terms of constructions loans, take-out loans or long-term locks. Check with underwriters to see if they will consider the end load as a “purchase” or a “refinance.”

Join the homebuilder's association.

Interview builders about the building process and frustrations they have with lenders when it comes to the processing and closing of the loan.

I can assure you, however, that if you decide to make this your niche, both builders and buyers will be extremely loyal to you—meaning no last-minute shopping around for rates or better deals.

## Chapter 5. VA Buyers



While most of the loan programs are available to anyone who qualifies, VA loans are the most unique, haven't changed much in the last 30 years and are exclusively for Veterans and their families.

But, here's the thing—if you are going to hold seminars for Veterans (and are not familiar with the VA Handbook), make sure that you have a good working knowledge of who qualifies, how to obtain a Certificate of Eligibility, how to figure residual income, who is exempt from paying the VA Funding Fee, etc.

There are 11 different categories of Veterans who qualify—starting from those who served in WWII to the present. There are 4 different categories where “surviving” spouse is eligible for a VA loan, and 2 categories called “other” that also qualify.

Here's the link if you'd like a quick review:

[http://www.benefits.va.gov/homeloans/purchaseco\\_eligibility.asp](http://www.benefits.va.gov/homeloans/purchaseco_eligibility.asp)

Oh, and I've also heard from loan officers that they don't think there are very many veterans living in their state. Nothing could be further from the truth. VA has an interactive map (it's a few years old), where you can check out the number of veterans in your state.

[http://www.va.gov/vetdata/veteran\\_population.asp](http://www.va.gov/vetdata/veteran_population.asp). For example, there are 413,000 in Wisconsin.

One other reason that Veterans end up with FHA, USDA or Conventional loans is that NOBODY ASKS THEM IF THEY ARE A VETERAN! I suggest that you ask each prospect if they have served in the military—even if you have judged that they may not have been in the service. Educate real estate agents—who think that VA loans are a pain in the butt.

**Speakers** – You! If you are not totally familiar with VA loans and who qualifies, consider asking an underwriter or your manager to be present to answer any questions you are not able to answer.

And if you are located near a military base, you may want to invite a commanding officer to talk about some of the benefits.

**Content** – You may also want to use this outline as slide content for your PowerPoint presentation. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Why it's important to check your credit score first
  - Credit score thresholds could determine interest rate and fees
  - Why complete mini-application provided to get free copy of credit report
  - Why previous mortgage history is important

- Not all mortgage companies are alike
  - Explain why your company is different from your competitors (i.e., Broker vs. banker vs. credit union, etc.)
- Who qualifies for a VA loan
  - Provide a screen shot of the VA website (see above) as to who is eligible
- How to qualify for a VA loan
  - Eligibility
  - Reusing eligibility
  - VA funding fee (and who is exempt)
  - Residual income vs. ratios
  - No money down
  - Seller-paid closing costs
  - Termite inspections
- The difference between being pre-approved vs. pre-qualified
  - Documentation needed
- Example of 15, 20, 25 and 30 year fixed-rate payments
  - Provide a comparison chart showing the difference in the monthly payment versus the interest savings.
- How to increase your credit score
  - Recommend reputable credit repair agencies
- Recommend three agents (who specialize in working with Veterans or who have served in the military themselves) and include their names and contact info in your handout materials.

End by saying that you will be contacting each of them to review their home selling and home buying plans, and offer to pre-approve them.

The outline above should take just about an hour.

**Marketing** – Since this seminar only applies to veterans and surviving spouses, getting the word out will be more unique.

Here's a suggested title and outline for marketing the event:

**Are You a Veteran Looking to Buy a Home?**

*Attend this free seminar and you will learn:*

- **The unique home loan benefits exclusively for veterans**
- **How it's easier to qualify if you are a veteran**
- **How to save thousands of dollars on a fixed-rate mortgage**
- **How to increase your credit score**
- **How you can buy a home with NO CASH out of your pocket**
- **How to choose a real estate agent who specializes in working with veterans**
- **What you can do if you don't qualify now**

Handouts and a free copy of your credit report are included when you attend.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days beforehand.

**Your Database** – This includes past clients, family and friends, affinity partners.

**Veteran Organizations** – Market your event to American Legion and VFW members.

Google to see if there are any real estate agents who are members of the Homes for Heroes program (where they rebate part of their commission back to the veteran).

Check out military bases near your area. Use Google to find them. Even if the bases are located in a remote area, you may be able to work with the commander and see if you can hold a seminar on base. You may also be able to schedule a time you will be available once per week to meet with active duty military.

Also market your event "reserve units" such as a National Guard. Again, Google the locations and I'm sure you will find one in your area.

**Homes Magazines** – It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing—when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Apartment Complexes** – There are probably a certain percentage of veterans living in apartment complexes. The challenge is that you will have to mail to the entire complex to find those renters who are also veterans.

So, I recommend that when sending out your postcards, you market TWO seminars on the same postcard.

#### **When Your Lease Is Up, Do You Know Where You Are Going to Live?**

*Attend this seminar and learn how you can own your own home!*

(Date, location and time)

#### **Are You a Veteran Looking to Buy a Home?**

*Attend this seminar and learn the unique benefits VA provides.*

(Date, location and time)

- Provide two different dates
- An outline of what will be presented
- Refer to your website for additional details
- Provide contact info and ask for an RSVP
- Postcard size 5" x 7"
- Send first-class mail

**Handouts** – Not only are they reference tools, but they're also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one)
2. Screen shot from VA website (above)—who qualifies for a VA loan
3. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report
4. A list of real estate agents that you recommend

**Recap** – Specializing in working with veterans means that you understand what it means to serve. Understand the VA loan qualifications, inside and out. Become known as the VA loan expert in your area. Oh, and contact other loan officers, banks and credit unions in your area (who do not offer VA loans), provide a flyer with your seminar info, and don't forget to ask them for their referrals.

## Chapter 6. Women-Only Seminars



Okay, so I'm again going to refer to the NAR Survey of Home Buyers and Sellers Report. Married and unmarried couples purchased 67% of all homes. The next category is single women—who purchased 19% of all home sold. Of that 19%, 39% of single women were first-time home buyers. (Single men purchased 9%.)

What is their motivation to buy?

- Closer to family and friends
- Want to own a smaller home
- Change in family situation (divorce, death of spouse, birth of child)

Here's the thing about women-only seminars. You don't have to be a woman loan officer—but you have to be “women-friendly.” Use respectful terms. Don't call them “you girls/gals.”

My experience has been that you may have a lower attendance at your women-only events, but if they trust you and believe that you are looking out for their best interest, a higher percentage of them will end up doing business with you.

**Speakers** – You and a woman real estate agent (preferably one that is empathetic to women who have been divorced or widowed).

The real estate agent could talk about the difference between a single-family home, a condo and the fees associated with that, and a townhome (how that is different than a condo). They may also be able to share neighborhood crime stats.

**Content** – You may also want to use this outline as slide content for your PowerPoint presentation. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Mortgage approval issues that are unique to women
  - Death of spouse but no credit in their own name
  - Divorce and responsibility for debts
  - Child support and alimony
  - Two or more single women living together
  - Single women with children/daycare
- Why get pre-approved prior to purchasing a home
  - Copies of divorce decrees/separation papers
  - Verifying receipt of child support/alimony

- How to save thousands of dollars on a fixed-rate mortgage (25 vs. 30 years)
- Credit
  - Credit issues from ex-spouse
  - Responsibility for debts after a divorce
- Things to consider when buying a home.
  - Single-family home vs. condo vs. townhomes
  - Low-maintenance homes
  - Research crime status in the area they are looking to buy
  - Home warranty programs
  - Location near daycare, schools, office
- How to choose the right real estate agent
  - Female friendly
  - You recommend three real estate agents

End your seminar by telling them that you will contact them to discuss their individual circumstances and home-buying plans.

The outline above should take about one hour.

**Marketing** – Women will be more open and ask more questions when they understand that your event is for WOMEN ONLY. Yes, you will have men try to sign up. You will have men cry “discrimination.” So what? Offer to set up an appointment to meet with them individually to discuss their home-buying needs.

On several occasions, I’ve had men try to attend the women-only seminars, and when it came right down to it, some of them just wanted to “meet” women.

Here’s a suggested title and outline to market your second-time home buyer event.

### **Women-Only Home Buying Seminar**

#### **The Mistakes Women Make when Buying a Home**

*Here’s what you will learn...*

- **The unique mortgage qualifying issues exclusive to women home buyers**
- **Why you need to get pre-approved prior to buying a home**
- **The differences between a single-family home, a condo and a townhome**
- **How to save thousands of dollars on a fixed-rate mortgage**
- **How to choose the right real estate agent**

Handouts and a free copy of your credit report are included when you attend.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (will be different than FTHB ads—see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days beforehand.

**Your Database** – This includes past clients, family and friends, affinity partners. They may know of single women who they can refer to your event.

**Homes Magazines** – Your ad only needs to be a quarter of a page, but placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing—when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Apartment Complexes** – You'll find that many single women rent apartments. They may have just graduated from school and landed their first job. Maybe they are recently separated or divorced. They may have been renting for years and never realized they could own a home instead.

Send postcards announcing your seminars. The headline suggested is:

**Women-Only Home Buying Seminar –  
The unique issues women face when applying for a mortgage!**

*Attend this seminar and learn how you can own a home, condo or townhome.*

- Provide the three dates
- An outline of what will be presented
- Refer to your website for additional details
- Provide contact info and ask for an RSVP
- Postcard size 5" x 7"
- Send first-class mail

**Handouts** – Not only are they reference tools, but they're also a way to remember you!  
I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. Chart from real estate agent on the differences between a single-family home, condo and townhome (may want to use three properties currently on the market within the same price range to compare payments and fees).
3. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report.
4. A list of women-friendly real estate agents that you recommend.

**Recap** – Women want to trust you and know that you are looking out for their best interest. They may require more handholding. It may take time to clear up credit issues from a divorce situation. More documentation to prove child support or alimony. But, once you have gained their trust, they are extremely loyal and will recommend you every chance they get.

## Chapter 7. Home Seller Seminars



There may be (or not) plenty of home buyer seminars out there. Holding a sellers' seminar is unique, different and may get you even more leads.

Why? Because sellers could be your next home buyers!

Sellers don't totally understand the selling process. Even if they have a real estate agent representing them, you, the loan officer, are considered a "neutral" party. Be careful not to represent yourself as a real estate expert (unless you are one). This event is one where you will bring in speakers and a real estate agent to do most of the talking. Your role is to impress upon them why it's important to get pre-approved for a mortgage BEFORE they sell their home.

Oh, and there are two great ways to market this event. One that you initiate. One that you co-sponsor with a real estate company.

### Speakers

- You
- Broker/owner of real estate company\*\*
- Home inspector (could substitute with an appraiser)
- Home stager

*\*\*I recommend a broker/owner instead of a real estate salesperson. A broker/owner represents their company, rather than their personal interest in getting listings for themselves.*

**Content** – You may also want to use this outline as slide content for your PowerPoint presentation. Since there will be other speakers, I recommend that they provide screen shots of info to include when creating your PowerPoint slides. However, I want to stress that a PowerPoint presentation alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Challenges home sellers face when qualifying for another home
  - Why mortgage rules are different than when they bought their home
  - Should they pay off debts with some of the proceeds from the sale of their home (illustrate how it affects ratios)
  - How much money is enough for a down payment
  - Credit scores
  - CFPB waiting periods before closing

- Broker/Owner of real estate company
  - Real estate values/trends/days on market
  - Sales statistics
  - Marketing and advertising tactics
  - Offering seller incentives – what other sellers have offered
  - Commissions – how the money is spent
- Home stager
  - What buyers look for when viewing homes
  - How to de-clutter the home
  - Easy ways to update the home (paint, carpeting, inexpensive upgrades)
  - Cost of hiring a stager
- Home inspector
  - How a home is inspected
  - What they must disclose
  - Why get a home inspection before the home is listed for sale
  - Cost of a home inspection report

Each speaker is allotted 15 minutes (equal time) or a total of one hour.

**Marketing** – You might be asking yourself—what’s the difference between the Second-time Home Buyer Seminar and a Seller Seminar? While there are many similarities, the second-time home buyer may have already sold a home. They may have lost one in foreclosure. They may have sold a home several years ago and are currently living in an apartment.

With a home seller seminar, they may be at a point where they may be “thinking” about selling and want to know more. Or they have just listed their home. The ultimate goal as a loan officer is to get them pre-approved before they sell, to make sure they don’t end up living under a bridge.

I’m going to repeat the stats from the National Association of Realtors Home Buyers & Sellers Survey (2015)—the “repeat buyer” category makes up 68% of all homes purchased. They outline some important things you need to know about repeat home buyers.

- Average age – 54 years old
- Reasons for buying another home – by importance
  - Home too small
  - Job relocation
  - Closer to family and friends
  - Home too big

- Average length of time owned current home
  - 9 years

And 37% of all sellers offered an “incentive” to a buyer to aid in helping to sell their home quickly.

Here’s a suggested title and outline to market your second-time home buyer event.

### **Home Sellers Seminar: How to Sell Your Home in This Real Estate Market**

#### *Here’s what you will learn:*

- **Why get pre-approved before you sell your home**
- **Why you don’t need all your proceeds from the sale of your home for a down payment**
- **Local real estate statistics and trends**
- **How to best “stage” your home to sell for the highest price possible**
- **Why you should get a home inspection before you sell your home.**
- **How to choose a listing agent**

Handouts and a free copy of your credit report are included when you attend.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (will be different than FTHB ads—see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days beforehand.

**Your Database** – This includes past clients, family and friends, affinity partners. Based on the statistics from the NAR, you may want to query your database and target clients who have owned their home 5 or more years. This includes both closed loans and outstanding pre-approvals. These are your IDEAL candidates.

**Homes Magazines** – Yes, people still read those printed magazine—especially those who have recently listed their homes. It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will placed there, don’t run the ad.

Here's the thing – when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Seminar Variation** – Instead of spearheading the seminar yourself and getting people to attend, co-partner with a real estate firm that has a decent number of listings. I recommend that you work with a broker/owner who can present the concept of a seller seminar to their agents.

Ask agents to go through their database of expired listings. Of people they made listing presentations to (who did not list their home yet). Include sellers of homes that are currently listed for sale with the company. This is exclusively for THEIR clients and prospects, so no need for you to market to your database or spend any money to advertise in printed magazines or newspapers. It is the responsibility of the real estate company to generate attendees.

Use the same outline and marketing message above (eliminate “How to select a listing agent”).

Then, next month, offer the same seminar strategy to another real estate company.

**Handouts** – Not only are they reference tools, but they're also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. Information about real estate trends in your community
3. A check sheet from the home stager
4. A blank copy of an inspection report from the inspector
5. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report
6. A list of real estate agents that you recommend (eliminate if you are co-sponsoring with a real estate company)

**Recap** – Home sellers are your next buyers. I've given you two different ways to implement, with co-sponsoring with a real estate company being an easy way to get your foot in the door, and get more leads.

## Chapter 8. For Sale by Owner Seminars



In a tight real estate market, you will see more FSBO homes going up for sale. You may not think there are many in your area, but I recommend that you Google “For Sale by Owner” (and then your city and state) and I think you’d be surprised at the number of FSBO listings out there. Zillow even has an area where FSBO sellers can list their homes with them. The best part—the sales prices and addresses are all listed so you know who to market to.

The NAR claims that FSBO sellers will attempt to sell their own home for about 60 days. After that, they usually end up listing the home. The goal is marketing to them as soon as it’s posted. Two reasons—they need to get pre-approved before selling their home, and secondly, you can refer them to reputable listing agents when they get tired or frustrated that their home is not selling.

This is a variation of a seller seminar. The same content. The only difference is that there are no real estate agents involved. Substitute with a title rep speaker. However, you still need to provide information about real estate trends, days on the market, etc. as part of your presentation.

**Side Note:** Here’s something that might happen to you when you market your FSBO seminars. Real estate agents will call you and complain that you are cutting into their business by marketing to them. Your answer?

*“The NAR says that FSBO sellers will try to sell their homes themselves for about 60 days. After that, they will list their home. Would you like to be included on my list of referrals if they decide to list instead?”*

Then set up a time to interview them (if you don’t know them) to see if they should be included on your list. Ask them to pretend to make a listing presentation. Ask them for statistics on the number of homes listed and sold. Ask for phone numbers/emails of past clients who would recommend them. You want to make sure they are competent, because a real estate referral also reflects on you.

### Speakers

- You
- Home inspector (could substitute with an appraiser)
- Home stager
- Title company rep

**Content** – You may also want to use this outline as slide content for your PowerPoint presentation. Since there will be other speakers, I recommend that they provide screen shots of info to include when creating your slides. However, I want to stress that a PowerPoint presentation

alone is not as effective as providing a handout so they can follow along with you (and take it home as a reference tool).

- Challenges home sellers face when qualifying for another home
  - Why mortgage rules are different than when they bought their home
  - Should they pay off debts with some of the proceeds from the sale of their home (illustrate how it affects ratios)
  - How much money is enough for a down payment
  - Credit scores
  - CFPB waiting periods before closing
- Information from a real estate agent (you present)
  - Real estate values/trends/days on market
  - Sales statistics
- Home stager
  - What buyers look at when viewing homes for sale
  - How to de-clutter the home
  - Easy ways to update the home (paint, carpeting, inexpensive upgrades)
  - Cost of hire a stager
- Home inspector
  - How a home is inspected
  - What they must disclose
  - Why get a home inspection before the home is listed for sale
  - Cost of a home inspection report
- Title company representative
  - Importance of opening title ahead of time
  - How taxes are pro-rated in your area
  - Copies of blank purchase agreement
  - Copies of blank disclosure forms (i.e., lead paint, seller's disclosures, etc.)

Each speaker is allotted about 10 minutes (you speaking for 20 minutes), or a total of one hour.

**Marketing** – The main reason that FSBO sellers want to sell their home themselves is to save on the sales commission. Another reason is that they may not have enough equity to pay a commission. The third reason is they know someone who wants to buy their home (relative, friend, co-worker) but don't know how to go about the process.

About 8% of FSBO sellers will be successful in selling their home according the most recent NAR survey. There are no stats for how many people end up listing their home. However, the NAR says

that many real estate agents are now charging a flat fee commission for helping a FSBO seller with the paperwork—another reason to refer them to a real estate agent.

Here's a suggested title and outline to market your home buyer event.

### **FSBO Sellers Seminar: How to Sell Your Own Home in This Real Estate Market**

#### *Here's what you will learn:*

- **Why get pre-approved before you sell your home**
- **Why you don't need all your proceeds from the sales of your home for a down payment**
- **Local real estate statistics and trends**
- **How to best "stage" your home to sell for the highest price possible**
- **Why you should get a home inspection before you sell your home**
- **What legal documents do you need to sell your home**
- **How to choose a listing agent**

Handouts and a free copy of your credit report are included when you attend.

**Your Database** – This includes past clients, family and friends, affinity partners. Based on the statistics from the NAR, you may want to query your database and target clients who have owned their home 5 or more years. These are your IDEAL candidates.

**Internet** – Google the term “for sale by owner” and include your city and state. You will find a bunch of FSBO listings. As I mentioned before, Zillow allows FSBO sellers to list their homes with them. The best part is that the sales price and the address are displayed, so sending them a postcard in the mail is as easy as adding the address to your postcard.

**For-Sale-By-Owner Magazines** – Many areas of the country also publish FSBO printed magazines. You can usually find those at gas stations and grocery/convenience stores. Not only can you get leads there, but it's also a great place to advertise your event.

**Social Media** – This includes Facebook, LinkedIn, Twitter, blogs and your website.

Provide an outline of what will be covered (will be different than FTHB ads—see above), who should attend, the date, time and the length of time. Who the presenters will be. If there will be handouts. A free copy of their credit report. Timing is also critical. Start posting (on all social media) 14 days before your event.

If using Facebook, post several different times of the day (i.e., 10 am at 3 pm). Post two days before, then one day, and then on the day of the event. Tell them how to register. Confirm the registration.

For LinkedIn, post again a week before the event.

Add to your website and blog 14 days before hand.

**Homes Magazines** – FSBO sellers use these to help them determine if they are pricing their home high enough. To see how many other homes in their area are for sale. It only needs to be a quarter of a page, but ad placement is the most critical component. Before you place the ad, insist that the ad appear in the upper right-hand corner of the page. If they cannot guarantee that it will be placed there, don't run the ad.

Here's the thing – when people pick up a magazine, view a website page, or read a newspaper, almost 80% of them will look at the upper right-hand side of the page. That's why the ad placement is critical.

**Handouts** – Not only are they reference tools, but they're also a way to remember you! I recommend a few handouts.

1. A booklet with a copy of the PowerPoint (if you are using one). Comparison charts. Illustrations (see above).
2. Information about real estate trends in your community
3. Blank forms from title company or real estate attorney
4. A check sheet from the home stager
5. A blank copy of an inspection report from the inspector
6. A copy of an in-file credit report with a cover letter that says you will be contacting them within a few days to review the report
7. 3 listing agents that you recommend

## Chapter 9. 31 Seminars For Realtors



So, you've always heard that one of the ways to get in front of the most real estate agents (at one time) is to offer to speak at one of their sales meetings.

The problem is, there are a lot of loan officers who want to do the same thing and there are only so many sales meeting dates to go around.

Some people can't wait to get in front of a crowd and speak. Others HATE it. And still others think it's a necessary evil to get your face in front of people and market your mortgage products.

So, here's a different way to approach sales managers/broker owners and offer to provide unique topics and speakers.

They are always looking for great sales meeting ideas, and you might as well be the person who helps them out and gets recognition for the "sponsorship." (By the way, this is a marketing tactic that won't cost you a whole lot of money...maybe a small investment of sponsoring lunch as a suggestion.)

Your investment is in taking time to line up speakers that have great content to share, and attending the meetings yourself.

To start with, here's a simple script/email content you could use:

*"I know that there are lots of loan officers who would like to speak at one of your sales meetings.*

*What I'd like to do is a little different.*

*I would like to sponsor 4 or 5 speakers and topics over the next 6 months, and I've created a list of them for you to choose from.*

*Would you please review it and let me know which 4 or 5 topics you'd like your real estate agents to learn about and the dates that you'd like to schedule them, and then we can set up a date and time for us to meet and finalize everything."*

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So, here's the deal!

Most speakers would love to get in front of a group to promote their products and services.

They don't charge anything, and sometimes they will even pay for breakfast or lunch just for the opportunity to speak.

Secondly, by giving the managers a “list” of topics and the option to choose dates and times, they are “participating” in the choice of topics and have a vested interest in making sure it’s something their agents want to learn more about.

While you may have speakers for each topic, don’t provide their names to the managers. If they know the names, they could contact them direct and wouldn’t need you...so that’s your way of making sure they are loyal to you.

Oh, and if you belong to a networking group, tap some of those people on the shoulder and see if there is a topic they would like to speak about too.

When you create your own list, give a short description of “What they will learn.”

A few examples:

- **Home Warranty Coverage Programs** – Two home warranty providers will share their unique warranty programs.
- **MLS Expert** – Having trouble finding your way through the MLS system? A speaker will share some tips and tricks on how to use it more effectively.
- **Home Builder** – Do you have clients who have looked at a thousand homes and can’t seem to find one that they like? Maybe they would consider building. Home builder (name) will give a presentation about what goes into building a new home.

### Here’s a suggested list of topics:

Topics for Realtor Sales Meetings:

- |  |  |
|--|--|
| 1. Credit Repair                           | 12. Chiropractor                               |
| 2. Home Inspector                          | 13. Social Media Expert                        |
| 3. Home Stager                             | a. Active Rain                                 |
| 4. Home Warranty Programs                  | b. Facebook                                    |
| 5. MLS Expert – Little-Used Options/Tricks | c. Twitter                                     |
| 6. Short Sale Expert                       | d. LinkedIn                                    |
| 7. Attorneys                               | e. Blogging                                    |
| a. Bankruptcy                              | f. Email marketing                             |
| b. Foreclosures                            | 14. Video Marketing                            |
| c. Real estate laws                        | 15. Gift Providers                             |
| d. Eminent domain                          | 16. CPA – How Realtors Can Save Money on Taxes |
| e. Estate planning                         | 17. Neighborhood Stabilization Program         |
| 8. Updated Mortgage Rules **               | 18. Habitat for Humanity                       |
| 9. Home Builder                            | 19. Memory Coach                               |
| 10. Appraiser                              | 20. Real Estate Trainer/Consultant             |
| 11. Dress for Success                      |  |

- |   |                                |
|---|--------------------------------|
| 21. Advertising Guru                                | 26. City/County Code Inspector |
| 22. Well & Septic Person                            | 27. Rural Housing Official     |
| 23. Business Planning                               | 28. Single Property Websites   |
| 24. Time-blocking Coach                             | 29. Local Motivational Speaker |
| 25. Unique Mortgage Programs<br>(that would be you) | 30. Self-defense Instructor    |
|   | 31. Energy-Efficient Mortgages |

At the meeting, you introduce the speaker and topic.

Give them a little background of what they are going to learn.

Always try to provide handouts with contact info for both you and the speaker.

*\*\*Check out [MortgageCurrentcy.com](http://MortgageCurrentcy.com), which provides Mortgage Talking Points™ that subscribers can use to keep real estate agents up to date on mortgage rules that affect them and their business. Use them as a “talking point” at your meetings.*

## Chapter 10. How to Follow Up After Each Seminar

This is where the rubber meets the road—following up after the seminar is over.

The main reason for providing ongoing seminars and classes is to generate leads.

So your follow up becomes an important component in converting those leads into buyers.

At any given time, I had a database of over 300 ongoing leads from seminar attendees in various stages of buying real estate.

So what do I mean by various stages? Some people are renting because they just moved into the area and want to scope it out before they buy. Others are getting married, they're going through a divorce, they are expecting a baby. Some need to clean up their credit or save more money. There are various reasons people want to buy a home, and it's your job to find out why. I recommend that with each prospect, you develop a game plan that gets them from point A to point B.

One of the marketing strategies I recommend for the home buyer and seller seminars is to provide them with a free copy of their credit report. My experience has been that between 70 to 80 percent of the attendees will fill out the mini application form. It's important to note that at this point you really don't care about their job, debts, cash to close, etc. because the first hurdles you need to get past on any loan are credit scores.

And, hopefully, you have an RSVP list too.

At your seminar, be sure to tell your audience that you will be following up with them afterwards.

Wait two days.

It's more professional if you either email or contact them to set up a phone appointment to determine where they are in the home buying (or home selling) process.

If they decline—ask them this simple question: “Why not?”

Those two words allow you to learn what their objections (or plans) are for not wanting to meet with you.

Hopefully, they will share their reasons why!

For example, let's say that a couple reveals that they're planning on getting married, oh, let's say 9 months from now. You might ask them if they are planning on buying a home before the wedding date, or afterwards. They reply that they probably want to wait till after the wedding and the honeymoon, because they hope that they get gifts of money to use towards the down-payment.

The key is to come up with a “Home Buying Game Plan” that both you and the prospect agree to.

- Send an email (and a printed letter) outlining the game plan
- Indicate the dates that you will follow up with them
- Add their contact to your database with details of the joint plan
- Add those dates to your business calendar so you don’t forget to call
- Make the call or send an email

In this example, my experience has been that half the time, couples will find a home before the wedding date. Ask them if they would like to get preapproved ahead of time. The point is that the game plan is agreed upon jointly with you and the prospects, regardless if they buy a month from now, or a year from now.

What’s great about continually adding seminar attendee leads is that once you get 100 or so in your database AND you continue to follow up with them on a regular basis, at least one or two of these people (a month) will call you, ready to buy a home and take out a mortgage.

## Chapter 11. My Final Thoughts

If I were in the mortgage business today, the home seller seminar would be the one seminar that I would implement now. Those may be your next home buyers.

Become their home buying and choose-the-best-mortgage-for-you teacher.

I can assure you that if you provide valuable information, if you develop a real estate buying game plan, and if you follow up when you say you're going to do so, you'll get leads and referrals.

Here's the one thing that I know for sure:

**"Consistency is BETTER than moments of greatness."**

Thanks for reading!

Karen Deis

[www.LoanOfficerTraining.com](http://www.LoanOfficerTraining.com)