

# CLIENT *Commitment*

Most often when people shop around they are looking for a little more value. We tend to think that price is the only value when truly YOU are the value.

An easy way to show your client the value that you offer is by presenting them with your CLIENT COMMITMENT -- a document clearly outlining all of the ways you will add value to their experience! On the following page, we have provided you with your very own Client Commitment template! Add your own commitments and then send it to your current and future clients!

## E X A M P L E :

To my Valued Client,

I am looking forward to working with you and managing your file during the financing journey. I have listed some of the things that I commit to as your trusted lender and wanted to let you know what you can expect from me and my team during this process:

1. I will provide weekly written and verbal status updates of the file to you personally as well as the agents involved.
2. I will perform regular rate management and keep an eye on your rate. If an opportunity arises that may offer you more savings during the term of your loan, I will reach out to you.
3. I will conduct an annual review of your file to ensure you are still in the best product for you.
4. I will return all calls, emails, and text messages the same day as received, and most often within two hours.
5. You will receive invitations to monthly webinars I host for my VIP clients on various topics.
6. I promise complete transparency and honesty through the process to give realistic time frames and expectations.
7. I ensure a thorough review and understanding of all documents that you will be signing throughout the process.
8. I conduct a pre-closing review to ensure accuracy and understanding of your final commitment on the mortgage.
9. I can provide testimonials from hundreds of ecstatic customers upon your request.
10. I request referrals to increase my business and help serve your family and friends!

I appreciate you working with me supporting my team by working with local lenders.

Respectfully,

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Your Lender for Life!

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- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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