

5 WAYS

TO BECOME A SUCCESSFUL MORTGAGE BROKER

DON'T PLAY THE MORTGAGE RATE GAME

1 You need to educate your clients that the brokers of today are different from the ones of the 80s. If you understand your clients' needs, and offer them the best solution, they will agree on your rates. There will often be a broker who offers a better rate, but it may not be a better product.

KEEP YOURSELF UPDATED

2 Be confident in what you are doing, and always develop your knowledge on all different types of lenders and products. Your clients will be comfortable working with you.

PAST CLIENTS ARE YOUR BIGGEST REFERRAL SOURCES

3 Stay connected with your past clients to keep the relationship going. They may have friends who need a private mortgage.

GET BUSINESS TALK TO MORE PEOPLE

4 Get business from just talking to someone you've never met before at the grocery line or gym, they will be open.

KNOWING WHO AND WHAT TO ASK TO GET THE ANSWERS.

5 This is an important skill in any business, but especially in the mortgage industry that's changing so rapidly.