



Don't Be Boring

(Easier said than done)

Do you like being called boring? I certainly don't, and I'm sure the same can be said of you! However, this topic extends much further than simply taking a blow to the ego!

If your message isn't powerful enough to get your prospects to sit up and take notice, then it needs to be fixed... No 2 ways about it! Ask yourself the following questions:

- Do I truly believe that my services are needed by my prospects?
- Are there people paying for services similar to mine?

Only you can answer question number 1. Question number 2 is a different story altogether though. See, no matter how many times I hear complaints that getting referrals from realtors doesn't work, or that a bad market is responsible for an empty pipeline, I cannot help but think about the fact that millions of homes have already been purchased, and millions of loans have already closed this year...

That's right, millions... How many of those loans do you need? Statistically, nearly 70% of individuals who purchase a home end up using the loan officer who is referred by the real estate agent. So for those loan officers who think that referrals aren't taking place... Well, they're wrong!

So what this data tells us is that if there is a market for your services, and you're having difficulty filling your pipeline, then there is a problem with your marketing. It's that simple. Other loan officers are making it work, and so can you.

Chances are your message is not being heard. It's not being heard because the noise generated by your competitors is too distracting. Your goal should be to find new and unique ways to send your message.

If you're talking about how great your service is, then you're boring your prospects. (Realtors are tired of this empty claim) If you're talking about rates, how long you've been in business, or even how quickly you can close... You're boring your prospects.

If you listened to the audio clip before reading this article, then you have already heard some of the unique ways we delivered our message to the local real estate community. The key is to be different enough (And relevant enough) to grab their attention, even if it's just for a minute or two.

The 1 tender and juicy morsel I want you to take away from this article is that you have to stop telling your prospects, and start finding ways to demonstrate. Everyone talks... Everyone makes empty claims...

How can you prove you're great and prove that a top producing real estate agent would be better off using you, and not some other loan officer? Once you start attacking your challenges from this angle, you'll find that the task of selling is making a change for the better! In a market where realtors have seen and heard it all, "ordinary" is boring! It's time you showed them why you're extraordinary! (*And close more loans because of it*)

What are you doing right now to make the next 30 days of your career great? You do want to close more loans and earn what you're worth right? Join the Loan Officer Marketing Lab today and never look back. We're here to help.

800-936-1180 – Call to schedule a demo

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