

Using A CRM with Realtors

Toni Pierce

How would you like to have a steady flow of realtor referrals? Easy to do? Yes, if you are willing to spend the time and energy necessary to develop strong relationships with realtors and then consistently keep those relationships sending you referrals.

I rarely hear originators complain about a lack of marketing ideas. The fact is, there are more ideas and strategies than you will ever have time to put into place. What keeps most of the loan officers from succeeding is having a plan to stay focused, consistent, and continually on the minds of those they are targeting.

By utilizing a CRM (Surefire), you can accomplish this. It will become easy to take new realtor marketing strategies and implement them to their fullest potential. Learn all the tools that the CRM offers to help you stay active with the agents!

Putting your Contacts in place

I recommend between eight and twelve realtors to be on this list at any given time. Make sure you enter ALL their information into Surefire. It may be tempting to put all the realtors you know on this list but be careful of spreading yourself too thin. You want to consistently market and follow up with each one. It is also important to remember that once they start sending referrals your way, you must be able to manage the referrals *and* continue to market. Those first few referrals are probably being sent as a test to see how well you do.

Deciding on which agents to target can be difficult

- Your manager-He or she may be aware of who will fit well with your personality.
- Title officers or title company staff
- Friends/family-Realtors they personally know or have used in the past may open doors for you
- Realtors you currently know, or work with-ask if they would recommend agents in their office whom you could target for future business
- New realtors-80 percent may quit by year two- but you may find a superstar!

Your list is not set in stone- be flexible. Over time, you will get a feel for prospects that are worth your time and effort and those that are not helping your business grow. A realtor may be the nicest person you know, but if he or she is unwilling or unable to send referrals your way, it is best to replace them with another name.

Use Surefire to track your contact with the agent each week. In the notes section of the contact enter phone calls, lunches, contacts and referrals with each realtor. As you go through the week, refer to this form often. Contact each realtor in some way, two to three times each week.

Phone once a week: This is easy to do if you have loans in process with an agent, but even more important for those agents you don't. Try calling at the beginning of the week. (I like to leave messages on their office phones first thing in the morning) to give them a brief market update and let them know you will be in all week. You can also do it on Fridays if you want to let them know you are available during the weekend.

E-mails, letters, and fliers: Make sure you are giving something of value. Program highlights, borrower prequal letters, updates, and industry changes-anything that will help their business.

Lunch or breakfast: Food speaks to everyone. This gives you a chance to relate on a personal level with your agents. Get to know them and let them get to know you. Take something of value. This might be a new joint marketing idea, an industry change, or a new loan program.

Office visit: Make sure you have a reason to stop by. You don't want to appear intrusive or come across as wasting their time, but pop in visits can be very effective. Being in the right place at the right time has landed many a loan officer another deal.

Other marketing ideas: This is where you can choose from the many successful marketing strategies out there. Use Surefire to calendar in open houses, sales meetings, training, etc., and keep yourself focused on implementing and succeeding with it.

By utilizing the CRM to its fullest, you will find yourself in better control of your marketing efforts, which in turn will result in more efficient use of your time and marketing dollars. Yes, there is competition out there. But you can take the lead with your realtors just by being available and consistent with your communications and marketing. Good Luck!

Cost: Surefire monthly cost