

# Friends & Family Letters

Toni Pierce

The first thing any new Loan Officer or a Loan Officer just starting at a new position should do is TELL EVERYONE THEY KNOW what they are doing! Why wouldn't you? Sales and Mortgages are about timing. When there is a need for a mortgage, you want to be the one they call. They cannot do this if they don't even know what you do.

Take the time to send out letters to everyone you know. Yes...regular old snail mail is a great touch for this. Emails get ignored, social media posts are great but don't capture everyone you know and are easily missed, and texting just is too labor intensive. So...letters through regular mail for the win!

The letter I usually use is attached to this campaign. You can customize it to fit your style! When I work with new LO's on this, this project will take them about a week to accomplish. Here are the steps they need to follow:

- 1) Make a list that includes Friends, family, and important business contacts. Don't skimp! The longer the list, the better! Remember, FSB is not limited to one state! But make sure you are mailing to states we lend in.
- 2) Now, gather addresses for all these people. The internet will be helpful with this! If you happen to have email addresses for them, include this on your spreadsheet! These will come in handy later.
- 3) Keep this list as the start of your customer database!!!! And build it over time.
- 4) Next, perfect your Friends & Family letter. If you like the version in this campaign, all good. If you want to add your own wording, feel free. But if you change this you will want to have it reviewed by compliance before sending it out.
- 5) Address each letter to a contact on your list...making it more personal. Leave room for you to wet sign the letter, too. Print off each letter you need.
- 6) Handwrite the address information on the envelopes. Handwritten mail has a 99% open rate vs the average mailer at 27% open rate.
- 7) Add your letter and 2-3 business cards to the envelope.
- 8) Seal and stamp for delivery.
- 9) Take all your letters to the post office for mailing when they are all ready.

Pair this with a social media post to announce what you are doing, too! The more that know, the more you will grow!

2/17/2020

Garth & Tricia Brooks

1231 Madison Street

Nashville, TN 37011

Garth and Tricia,

I have some very exciting news that I want to share with you! I have recently joined Flanagan State Bank as their newest Mortgage Loan Officer. I am so excited for my new adventure and the opportunity that I will have to help people understand the ins and outs of getting a mortgage loan.

Although you may not need my services right this moment, I do hope you will share my information with family, friends, and acquaintances because you know I will do my very best and take the time to find the best mortgage option for those you care about. They (and you) can expect honest answers, a commitment to you and sound guidance throughout the process.

I'm available for either PURCHASING or REFINANCING at competitive rates and am excited to offer a variety of loan products: USDA, FHA, VA, Conventional Mortgage loans and more! I can prepare mortgages for local properties, as well as properties throughout most of the United States. I'm also proud to be backed by a whole team that includes processors, underwriters and closers that are in house! We do it all to keep the process smooth and quick!

I look forward to hearing from you (or someone you know) when the time is right to make a mortgage move. Please make sure your friends mention your name so I can thank you! Call, email, text or use my app! The app makes it very easy to apply online and has my contact information and helpful links at your fingertips. Scan the QM code with your phone camera to check it out and share! Thank you for letting me share my news. Feel free to share the business cards, too!

Sincerely,

Bugs Bunny

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