

Triggers & Responses for Mortgage Lender



Sales Team Leader Name: _____ Month Year: _____

Triggers to listen for to help find me business.

1. Trigger Anyone who is renting, you can find a renter by listening for many things, delivery that has to go upstairs, anyone going to a laundry mat, someone who mentions rent going up, or having to pay rent in any way anyone who mentions they have to call their landlord for any reason, anyone you know who lives in an apartment

Response

I could not help but notice you are currently renting. I have a friend who is a mortgage lender and she says you can buy a home in this state cheaper than you can rent. I know she has helped other renters get gift money so they bought a house with no money down, she can even help clean up credit if needed. Her name is Jane Doe and she has been helping renters buy houses for over 20 years, may I give _____, your name and number?

2. Trigger Anyone who is a Realtor, even if you do not know them well. Set up a Meeting

Response

Hi Ms/Mr Realtor, I have a friend who has been in the mortgage industry for over 20 years. Other Realtors brag about her. She has an excellent reputation for never giving out a pre-approval letter unless she is sure she can close the loan. Her company always closes on time, even on rushes, they can go down to 580 credit score and have make sense underwriting. Can I give _____ your name and number?

3. Trigger An HR director at any company

Response

Did you know that statistics show homeowners make better employees, they are more stable and less likely to miss work? I have a friend who does home buyer seminars at employers, she brings employees an excellent catered lunch from one of the best catering companies in the state, she brings a top Realtor and even a top insurance agent, she can get employees qualified to buy a home on the spot or tell them what they need to do to buy a home in the future. She is really good at what she does and only brings top people with her, her name is _____, would it be okay if I have her call you?

4. Trigger Someone who has worked at the same company for a long time and probably knows their HR director

Response

Hey friend, I think it is great that you have been on your job for ____ years too many people are job hoppers these days. Since you have been there so long you probably have the contact of your HR director right? Would it be possible to give me that information a friend of mine needs it, she does free lunches and home buying seminars for employers, the employers love it and it helps the employees a lot, can I allow my friend _____ to use your name when calling?

5. Trigger Search for renters, ask where they live, come out and ask if they rent or own their home, tell them you are not trying to get personal but a friend of yours can give money to renters to buy a home.

Response

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6. Trigger _____

Response