LOAN ORIGINATOR INSIGHTS

5 proven habits for building referral partnerships



What are the most reliable ways you can expand your referral network and bolster borrower leads?

1,000 loan originators weighed in and these five tactics rose to the top!





listed 2 or more top referral sources





say service and availability provide the most value





choose Facebook as a top social media marketing platform





attend networking and community events





stay in touch with their best referral partners at least once a week

¹Adapted from the 2024 Loan Originators Survey Report by MGIC and Loan Officer Hub.

Dig deeper into the strategies that help you create meaningful business relationships: loanofficerhub.com/referral-strategies