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Success Begins With A Plan

Presented By:

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**“When performance is
measured and reported,
the rate of performance
accelerates.”**

-Thomas S. Monson

**You become 42% more likely to
achieve your goals by writing
them down on a regular basis**

Success Begins with a Plan

1. Define You
2. Define your Market
3. Reach your Market
4. Turn Leads into Loans
5. Track your effectiveness
and refine your plan



Define YOU

- **Strengths**
- **Interests**
- **Passions**

Develop your personal elevator pitch

- **Introduce yourself**
- **Provide a summary of what you do**
- **Explain why you do it**
- **Make it conversational – no “biz speak”**





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Hello!

My name is Leigh and I've been a Loan Officer with Maxwell Mortgage since 2014. I love putting a deal together, especially for first-time homebuyers because they get so excited when the loan closes and the house is finally theirs. I have developed a reputation for being a great host because I'm always inviting real estate agents to networking events, like wine tastings, craft nights, even goat yoga!



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Hello.

I'm Jim Forrest, a real estate agent with Smart Realty Company. In my 25 years in this business, I have the reputation of doing anything possible to get everyone to the closing table on time. For instance, I recently spent a couple of hours in the closet at a family wedding reception because that was the only quiet place with WiFi where I could use my laptop! And I had to get the right forms to the buyers ASAP.

By the way, it wasn't my wedding!

Define You

Take 5 minutes to write your personal elevator pitch:

- **Introduce yourself**
- **Write a summary of what you do**
- **Explain why you do it**
- **End with a personal note as a twist**



Define Your Market



What happens when the leads stop?

- **No incoming calls**
- **No referral business**
- **No real estate leads**
- **No website leads**

What market will you target?



Consider this when defining a target market

- Income levels
- Geographic areas
- Ethnic groups
- Buyer types
 - First-time homebuyers
 - Move-up buyers
 - Renters
- Niche products

Define Your Market

Take 2 minutes to write down...

- **What market would you like to target?**
- **What characteristics define the make-up of your market?**

Reach Your Market



PINTEREST



TWITTER



FACEBOOK



INSTAGRAM



SNAPCHAT



LINKEDIN

**78% OF PEOPLE
WHO USE SOCIAL MEDIA
OUTSELL THEIR PEERS**

Social Media

- **Be visible**
- **Build your brand by growing your footprint consistently**
- **Leverage connections to extend outreach**



Welcome to the Social Media Cafe

A guide to the most effective use of social media



On a horse,
On a bike,
On a mountain top,
In a cafe:
Social media helps
loan officers connect
with customers,
wherever they are

Build your brand with help from the Social Media Cafe

- Get started if you're a beginner
- Get ideas if you're a seasoned user



How to create a fantastic FACEBOOK BUSINESS PAGE in 15 minutes

A Facebook Business Page is a great asset to have as a mortgage professional. Setting up a profile page should only take about fifteen minutes, and Facebook will walk you through every step. If you want to be prepared, make sure to have these items ready:

- 1 A FACEBOOK PROFILE.** You can't create a Facebook Business Page if you don't have a regular Facebook page. Don't worry - you can create one for free and be done within minutes.
- 2 A COVER IMAGE (820 X 312 PIXELS).** Great options include a landscape photo of the city you work in or a branded image from your marketing department.
- 3 YOUR PROFILE PHOTO (180 X 180 PIXELS).** Use a professional headshot if possible - preferably the same one you have for your LinkedIn profile.
- 4 A NAME FOR YOUR BUSINESS PAGE.** Include your full name and other identifiable details, like NMLS number, to make it easy for people to find you!
- 5 AN ABOUT BLURB.** You'll have to keep this brief with only 155 characters to work with.
- 6 CONTACT INFO OR A CALL-TO-ACTION LINK.**
 - a. Book Now
 - b. Contact Us
 - c. Use App
 - d. Sign Up
 - e. Watch Video

- 7 Got it all ready? Great!**
Go to facebook.com and click on the down arrow in the top right corner of your menu bar. Click Create Page and Facebook will walk you through each step.

Check out the Social Media Cafe for the flyer Everything You Need to Know about Facebook Business Page and Why you Should be Using it.



What is a HASHTAG and why should I care?

A **HASHTAG** is a word, acronym or phrase prefaced by the "#" symbol containing no spaces. For example, #ThisIsAHashtag, or #TGIF. You can click on the hashtag or enter it into the search bar to see other content with the same hashtag on that social media platform. Essentially, using a hashtag makes your post more visible to people outside of your social network.

3 CATEGORIES OF HASHTAGS

- 1 Trending:** Trending hashtags are designated by the social media platform whenever a particular hashtag is seeing a lot of use. Trending hashtags will change constantly, some lasting for days, others only an hour. They also take into account your location; #SnowDay might be a trending hashtag in Wisconsin, but not in Florida at the same exact time. If you have content which can contribute value to a popular conversation, consider using a trending hashtag. Otherwise, be careful and make sure that a hashtag is trending for the right reasons so you don't accidentally join a conversation you don't want to be part of.
- 2 Branded:** Unlike trending hashtags, creating your own branded hashtag identifies content that should only connect with your promotions, events and marketing efforts. The key to creating an effective brand-specific hashtag is to ensure that there is no one else using the same hashtag, so do some research. Make it unique and memorable, like a short motto or tagline. However, be aware that no one person or brand can have ownership over a hashtag - if it's too vague people might start using it for the wrong reasons.
- 3 Content:** These hashtags can directly relate to your product, service, market or industry and typically have a natural association with the content you're sharing. These hashtags are also vague enough to be shared across industries, so using content hashtags can expand visibility of your brand to new customers on social media platforms who weren't previously familiar.

EXAMPLES TO GET STARTED

Trending Hashtags

- #TBT: "Throwback Thursday" is a fun hashtag to use on Thursday to highlight some retro trivia or photos.
- #MotivationMonday: This is a popular hashtag used across several social media networks. Inspirational content isn't specific to any industry, so help your network start the week with something uplifting.

Branded Hashtags

- #WeAreMGIC: MGIC's branded hashtag that our employees use when posting on social media.
- #LOHub Used to promote content featured on Loan Officer Hub.

Content Hashtags

- #RealEstate, #Mortgage, #Home: These content hashtags can relate to most any content from a loan officer, while also remaining popular among non-industry types.



Everything you need to know about LINKEDIN and why you should use it

WHAT'S LINKEDIN?

LinkedIn is the largest professional social media network but it's not just for finding new jobs. One of the core concepts around LinkedIn is your professional network and degree of connection to that network - every person that you view on LinkedIn will be defined as a first, second or third connection. As you've probably heard before, "people don't buy from brands, they buy from people they know and trust." If a potential customer sees that you're a friend of a friend (second degree connection), that might decrease their doubt or validate you as someone they can trust.

WHY YOU SHOULD USE IT

Here's where you can minimize doubt and skepticism, and maximize opportunities for others to validate you and your expertise. A thoughtful, well-crafted LinkedIn profile will fill others with confidence about doing business with you when they research you, and staying active on LinkedIn will keep you top-of-mind with your industry peers and referral partners.

HOW YOU SHOULD USE IT

LinkedIn serves as a validator to borrowers and referral partners, but you also can increase the chances that someone will stumble upon your page if searching for your services. Start with these 4 areas:



4 AREAS TO FOCUS ON WHEN UPDATING YOUR LINKEDIN PROFILE

- 1. Update your headline to include specialization and location.**
This will increase your chances of being seen while also quickly validating what you do. Example: Milwaukee Loan Officer and First-Time Homebuyer Specialist.
- 2. Use your summary to set yourself apart.**
This is your chance to tell your story - briefly. Start off with a good hook to increase validation (I've been in the industry X years), then speak directly to borrowers by saying how you can help them achieve their homeownership goals. Include examples of products offered in bullets to increase your chances of being found.
- 3. Ask a customer or co-worker for an endorsement and/or recommendation.**
The best way to do this is to follow up with a thank you note or a call to your customer with a request for their recommendation. More endorsements and recommendations will set you apart from your peers and validate you to future potential customers.
- 4. List your education.**
Listing your education isn't about trying to impress with your credentials, but rather about increasing the chances of having a commonality with someone. Is there a stronger bond between strangers than sharing an alma mater?



21x more views if you have a profile photo*



15 years old OLDER than Facebook. Launched May 5, 2003**



930 number of connections the average CEO has*



500 million LinkedIn users*



40% of users log in daily*





REACH OUT TO HISPANIC HOMEBUYERS

SHAREABLE CONTENT

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Análisis de tu PUNTAJE CREDITICIO

(De acuerdo con los modelos de FICO® Aprende más en myFico.com)

Tu puntaje crediticio está determinado por 5 elementos de diferente importancia:

35% HISTORIAL DE PAGO ¿Qué tan seguido pagas tus cuentas a tiempo? Los pagos atrasados pueden dar lugar a un puntaje menor.	15% PERÍODO DEL HISTORIAL ¿Desde cuándo tienes crédito? Un historial más largo de uso de crédito responsable probablemente daría lugar a un puntaje más alto.	10% TIPOS DE CRÉDITO USADOS ¿Tienes más de una línea de crédito? Tener experiencia con distintos tipos de crédito (por ej. préstamo para un auto y una tarjeta de crédito) puede ayudar a tu puntaje.
30% MONTOS ADEUDADOS ¿Cuánto has usado del total de tu crédito? ¿Cuanto menos mejor! Reducir las deudas puede ser la clave para obtener un mejor puntaje crediticio.	10% CRÉDITO NUEVO ¿Has abierto líneas de crédito nuevas últimamente? Abrir varias cuentas en un período breve puede reducir tu puntaje crediticio.	

MÁS DATOS DEL PUNTAJE DE CRÉDITO:

45% de los estudiantes universitarios no conoce su puntaje crediticio.	EL 52% DE LOS ADULTOS EN ESTADOS UNIDOS no ha visto su puntaje crediticio en EL ÚLTIMO AÑO.	9 TARJETAS DE CRÉDITO EMITIDAS es el promedio por consumidor.	20% O MENOS ¿Cuál es tu límite de crédito? Usar más del 20% de tu límite de crédito puede reducir tu puntaje crediticio. EJEMPLO: USA \$10,000 O MENOS \$5,000 límite de crédito.
18 AÑOS es el promedio más antiguo de apertura de líneas de crédito del consumidor.	300-450 es el rango de puntaje crediticio. 699 es el promedio Puntaje de Crédito Nacional.	43% de mujeres dicen que fue importante conocer el puntaje crediticio de sus parejas antes de involucrarse seriamente.	32% de hombres dicen que fue importante conocer el puntaje crediticio de sus parejas antes de involucrarse seriamente.
0% de consumidores dicen que les gusta su puntaje crediticio.			

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13 COSAS Que debe conocer sobre los compradores primerizos de vivienda en 2019

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- El **66%** dice que su razón principal para comprar es un **DESEO DE TENER** su propia vivienda.
- El **44%** **DEPOSITA** el 5% o menos en su nueva vivienda.
- El **59%** dice que su razón principal para comprar cuando la hicieron fue porque era **"EL MOMENTO APROPIADO"**.
- El **13%** indicó que "ahorrar para el pago inicial" fue su **MAYOR OBSTÁCULO** para la propiedad de la vivienda.
- El **24%** usó fondos de regalo para el pago total o parcial del **PAGO INICIAL**.
- El **33%** del mercado de viviendas son compradores primerizos.

Los datos demográficos de los compradores primerizos de vivienda se desglosan así:

- El **18%** son **MUJERES SOLTERAS**
- El **9%** son **HOMBRES SOLTEROS**
- El **8%** son **MUJERES CASADAS**
- El **63%** son **PAREJAS CASADAS**

El **68%** compró viviendas en suburbios o ciudades pequeñas. El **20%** compró en áreas urbanas. El **82%** compró viviendas unifamiliares e independientes.

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6 PUNTOS PARA COMPRADORES DE VIVIENDA QUE NO TIENE QUE PENSAR DEMASIADO

Si es nuevo en el proceso de compra de vivienda, puede tener ideas muy definidas sobre lo que quiere en una vivienda, sin embargo, puede pasar por alto algunos aspectos importantes. A continuación, se mencionan seis consideraciones que los compradores de vivienda suelen pensar después de los hechos.

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- ¿DEMASIADO GRANDE? ¿DEMASIADO PEQUEÑA? ¿O ES PERFECTA?**
Pense en el futuro cuando esté creando una lista de deseos para su nuevo hogar. Si planea que su familia crezca (bebés, parientes políticos, huéspedes permanentes) asegúrese de comprar una vivienda que pueda hospedar a personas extra o que tenga posibilidades de ampliarse. Si sus hijos se van al pronto de la casa, tenga en cuenta el espacio que necesitará cuando el número de personas disminuya.
- LO QUE UN BUEN VECINO DEBE HACER**
Visite el vecindario. ¿Sus vecinos potenciales cuidan bien de su propiedad? ¿Cómo están las escuelas? ¿Cómo es el estacionamiento? ¿Está cerca de tiendas, transporte público, autopistas, vías del tren, de un aeropuerto? ¿Tiene que preocuparse por inundaciones?
- EL CÉSPED SIEMPRE ESTÁ VERDE**
¿Cuánto espacio de patio necesita? Un patio grande significa un espacio para que los mascotas y los niños corran; sin embargo, también significa más tiempo para cortar el césped y arreglar y cuidar del jardín. Tal vez le guste trabajar al aire libre. Sin embargo, tal vez no.
- ¿ES EL PRECIO ADECUADO?**
Consulte en línea cómo el precio de su posible nueva vivienda se compara contra la de otras en su vecindario. El precio que pague debe basarse en una decisión lógica, no en una racionalización impulsada por un corazón afligido. Está preparado para marcharse en lugar de subir su oferta.
- UN LUGAR PARA CADA COSA Y CADA COSA EN SU LUGAR**
No abastime el espacio. Comenzando por la cocina, ¿hay espacio en los gabinetes, la despensa y la encimera para colocar sus platos, aparatos y alimentos? ¿Habrá espacio en el armario de su habitación para ubicar su numerosa colección de zapatos? ¿Los dos autos, una cortadora de césped y una máquina quitanieves cabrán en el garaje? ¿Hay lugar para ampliar el espacio?
- EDUCACIÓN PARA LA COMPRA DE VIVIENDA**
Consulte la guía para principiantes para hacer dueños de vivienda de Mortgage Guaranty Insurance Corporation (MGIC) en ready.mgic.com/es-us. Está en línea y es gratis. Tiene excelentes herramientas y recursos, como un Cuadro comparativo de la vivienda, un Planificador de gastos y calculadores. Puede mejorar la experiencia de comprar una vivienda y hacer que sea un mejor comprador.

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AVAILABLE IN SPANISH AND ENGLISH

Direct Mail

- Leaves a deeper footprint on the brain
- Postcards outperformed email over 50% of the time
- 40% of people look forward to getting the mail



Referral Partners

- Face-to-face relationships are essential
- Referred customers are 5X more likely to use you than those who were not
- Provide value to partner before asking for referrals
- Find commonalities in customer type





- **Community organizations**
- **Educational institutions**
- **Financial planners**
- **Estate planners**
- **Builders/Developers**

BUILD A BOTTOMLESS REFERRAL NETWORK



HOST JOINT EVENTS

Additional Ways to Reach Your Market

- **Advertising**
- **Event Networking**
- **Local Events**
- **Sponsorships**





If This Then That

Receive an email or mobile notification on breaking news



Timehop

Memories
Social Reminders



Next Door –Local Community

Be a Valued Trust Agent
Word-of-Mouth (WOM)
Answer Questions
Provide Insights



Zillow Alerts

Make Me Move
For Sale By Owner

APPS TO PAY ATTENTION

Reach your Market

Take 4 minutes to answer...

- **How are you currently reaching your market with success?**
- **In what way will you expand your market outreach?**
- **How will you continue to work with your current referral partners?**
- **Where will you look to expand your outreach with new and current partners ?**

Turn Leads Into Loans

What borrowers want

- **Loan officers they know and trust**
- **To research & online shopping**
- **To comparison shop multiple lenders**
- **On-demand service**
- **Upfront options**
- **Education/Information**





mgic.com/buynow



Upfront Options to Consider

MGIC Non-refundable Single Premium	20%	15%
Purchase price	\$300,000	\$300,000
Down payment	\$60,000	\$45,000
Amount borrower keeps	\$0	\$15,000
Loan amount	\$240,000	\$255,000
Monthly P&I	\$1,288	\$1,369
Difference in <u>GSE</u> loan-level price adjustment or discount points*	0	-.25%
MGIC borrower-paid non-refundable single MI premium	0	+.42%
Net difference, including MI**	0	+.17%



It would take more than 15 years to replace that \$15,000 in savings at \$81 a month!

Make it easy to connect with you:

- Online
- Instant Messengers
- In Person
- Go the extra mile
 - Proactively communicate with borrowers & agents
 - Provide transparency



**MIT study shows the FIRST to actually
contact a lead increases conversions
into business by**

238%



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**HOW TO
REACH
THAT LEAD!**

Turn Leads Into Loans

Take 2 minutes to answer...

- **How do you build trust with your borrowers?**
- **What tools do you use to provide options to your borrowers?**
- **What are your communication standards?**

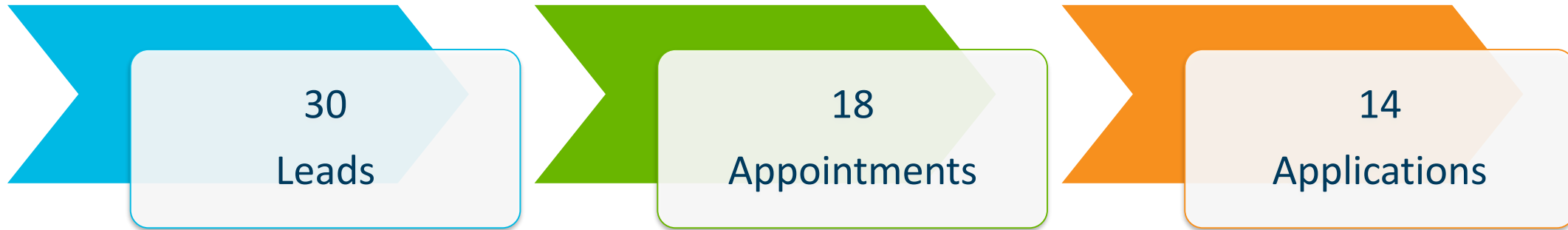
**Track &
Refine Your
Plan**

Track Effectiveness

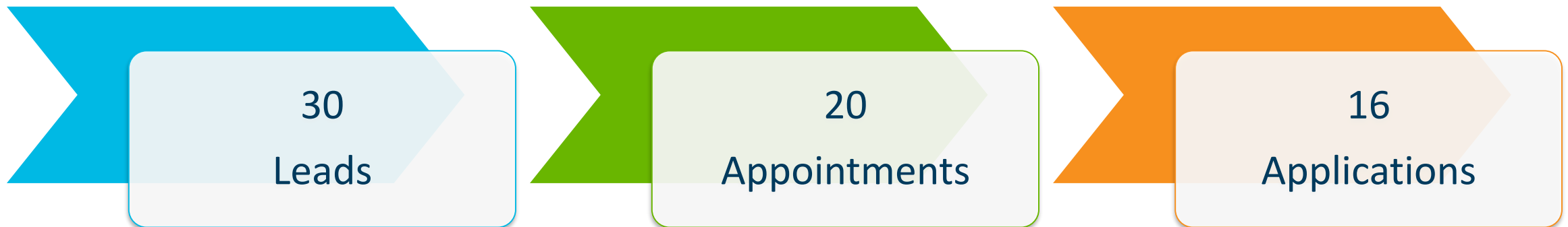
- **Ask the right questions**
- **Do not expect an immediate return on your efforts**
- **Monthly audit**



REFINE YOUR PLAN



10 closed loans



11 closed loans

That's 12 additional loans/year with only a 10% improvement in your closing ratio

Track & Refine Your Plan

Take 2 minutes to answer...

- What methods will you use to track your efforts?
- How often will you monitor your plan for effectiveness?
- Select an accountability partner who will help keep you honest and on track with your plan for success

**“If you fail to plan,
you’re planning to fail”**

- Benjamin Franklin

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MGIC videos



Thank You!

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