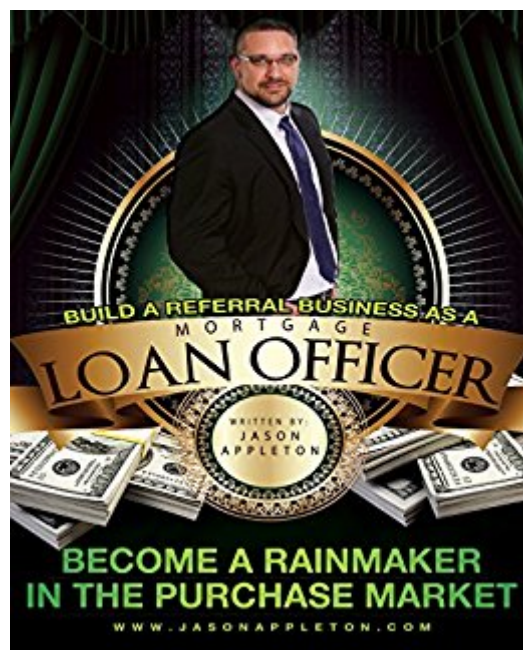




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Build A Referral Business As A Mortgage Loan Officer: Become A Rainmaker In The Purchase Market (Mortgage Coaching Book 1)



Synopsis

This power hitting, no nonsense guide will teach you how I have taken a new mortgage branch from 1 referral partner and a couple deals a month to as many as 60 closings a month within 9 months. I've transitioned other banks from refinance to purchase and doubled their previous years production over a year by training the loan officers how to do exactly what is in this book. Jason Appleton is an Independent Mortgage Bank Business Development Consultant and President of Upstager Consulting, Inc, a former Director Of Business Development for a national private mortgage company and prior to that a Licensed Loan Officer that built a \$7 million dollar loan pipe in 6 months. Appleton works with mortgage companies across the United States with recruiting, sales coaching, accountability management, marketing and is well known for his loan officer coaching. This book is written to keep out the fluff and filler expecting it to be read more than once. If there are topics you would like to see covered in this living book, post your review and include what you would like to see in updated editions.

Book Information

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Recommended for any LO looking to build their purchase business. Includes proven strategies and techniques you won't find in other books. Access to some of the other resources and tools in the book is worth the cost alone. As with any book like this, just reading it is not going to transform you into an all-star producer. It's a quick read, so re-read it, study it and then most importantly apply it to get results.

Wow! Great stuff!

This book is well written. It is packed with many useful ideas to grow your mortgage business. I really like the method for meeting with agents. Great book for someone just starting out in the mortgage industry.

Great info if you are starting out or are experienced. Would recommend reading if you need some new tips for your mortgage business

I enjoyed this book and it had straight to the point ideas and systems to be implemented into a LOs businesses.

This is not a book you should read if you're interested in being a good Loan Officer. If you're interested in stealing money and reading fables- now this is the book for you!

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