



MGIC

Success Begins With A Plan

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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**

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Develop your personal
elevator pitch





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Hello!

My name is Leigh and I've been a Loan Officer with ABC Credit Union since 2014. I love putting a deal together, especially for first-time home buyers 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 am always inviting real estate agents to networking events, like wine tastings, craft nights, even goat yoga!

Define You

- **Introduce –name & title.**
- **Write 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

- What market would you like to target?
- What characteristics define the make-up of your market?
 - List 3 classifications (i.e. location, type of buyer)

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



MGIC SOCIAL MEDIA CAFE: FACEBOOK

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 Café for the flyer Everything You Need to Know about Facebook Business Page and Why you Should be Using it.

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MGIC SOCIAL MEDIA CAFE: HASHTAGS

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.



MGIC SOCIAL MEDIA CAFE: LINKEDIN HINTS

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 degrees 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*

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*omnicoreagency.com/linkedinfo-statistics **LinkedIn.com

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

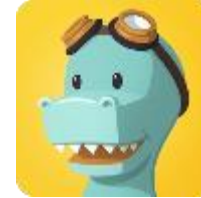
- **Advertising**
- **Event Networking**
- **Local Events**
- **Sponsorships**





If This Then That

Receive an email or mobile notification on breaking news



Memories

Social Reminders



Local Community

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



Alerts

Make Me Move
For Sale By Owner

APPS TO PAY ATTENTION

Reach your Market

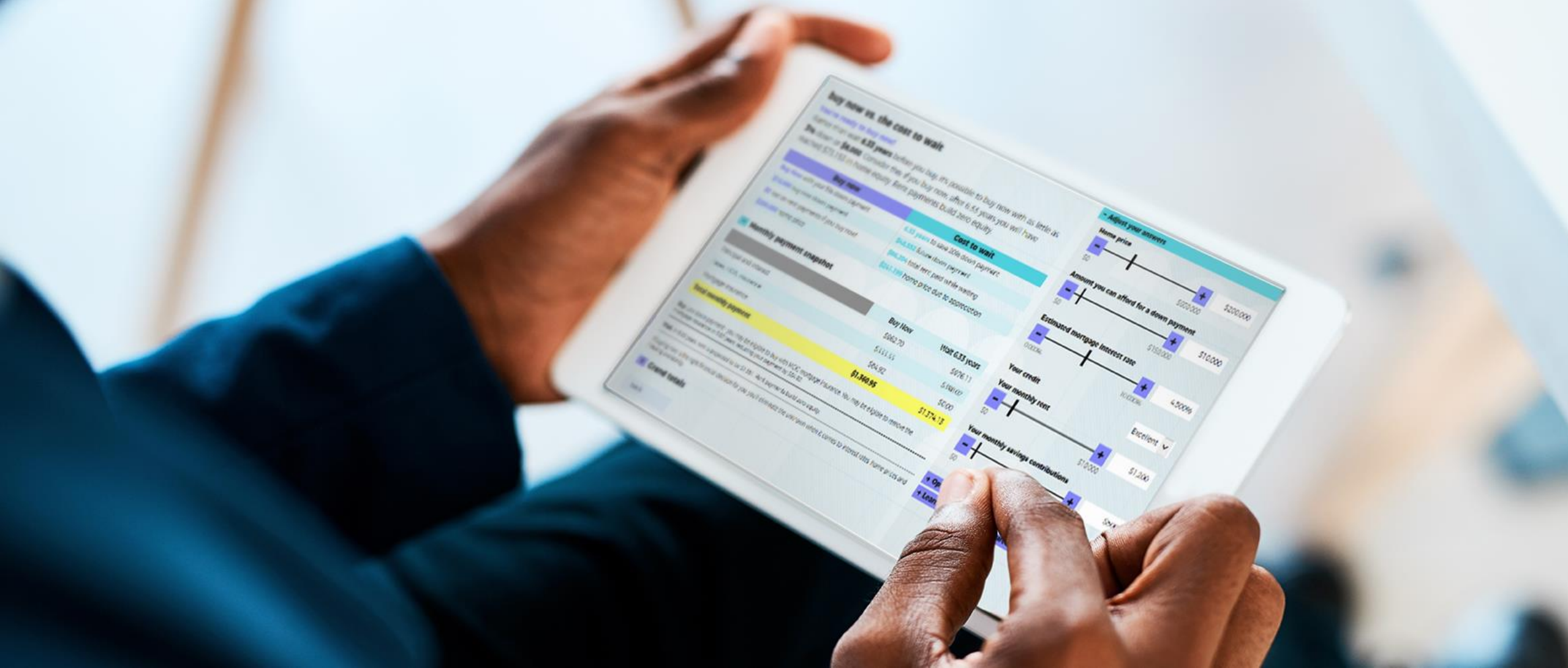
- **How are you currently reaching your market with success?**
- **In what way will you expand your market outreach?**
- **How will you continue to work with your current referral partners?**
- **Where will you look to expand your outreach with new and current partners ?**

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**





Buy now vs. the cost to wait

Save ready to buy now
You own or \$6,000 Consider this, if you buy now, after 6.33 years you will have reached \$75,153 in home equity. Rent payments could zero equity.

Buy now
You own with your 5% down payment
All mortgage payments if you buy now
\$1,360.95

Cost to wait
6.33 years to save 30% down payment
\$64,533.33 down payment
\$96,324 total rent paid while waiting
\$241,139 home price due to appreciation

Monthly payment snapshots
Rent and taxes
Mortgage insurance
Total monthly payment
\$1,360.95

Buy now
\$662.70
\$111.55
\$1,360.95

Wait 6.33 years
\$676.11
\$1,161.07
\$1,374.12

Adjust your answers

Home price
Amount you can afford for a down payment
Estimated mortgage interest rate
Your credit
Your monthly rent
Your monthly savings contributions

Home price: \$200,000
Amount you can afford for a down payment: \$10,000
Estimated mortgage interest rate: 4.500%
Your credit: Excellent
Your monthly rent: \$1,000
Your monthly savings contributions: \$1,200

Grand totals

Buy now: \$1,360.95
Wait 6.33 years: \$1,374.12



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!**





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Turn Leads Into Loans

- **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

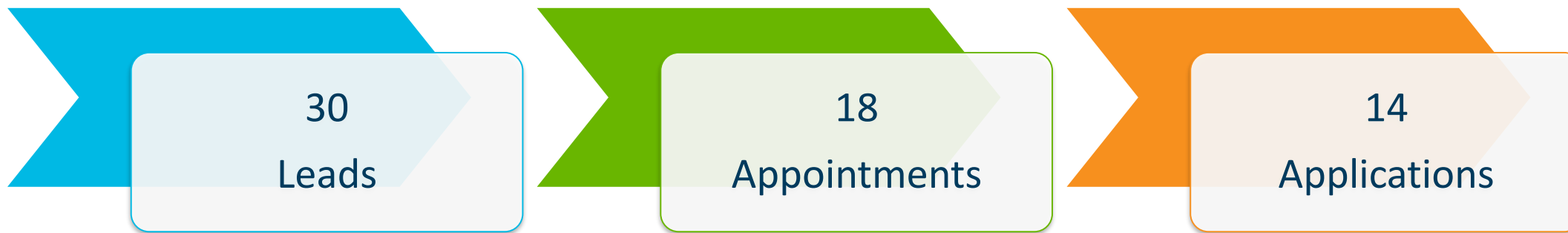
Track Effectiveness

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

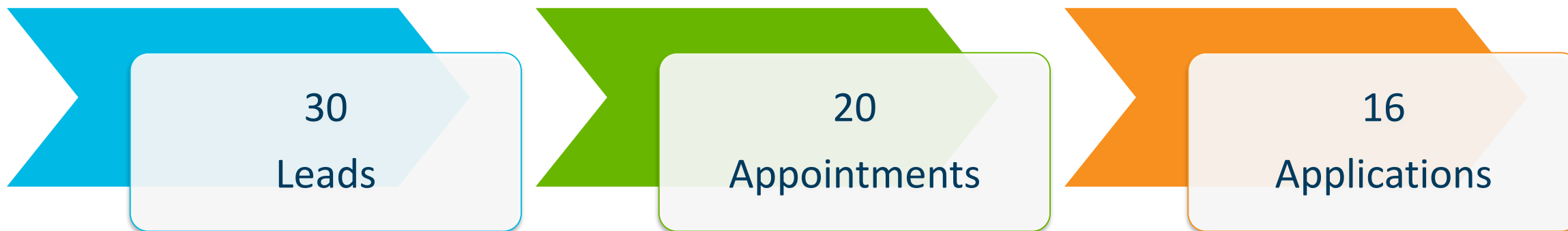


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REFINE YOUR PLAN



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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