

**UPCOMING  
EVENTS OF  
NOTE:**

[Jan 28 – 31, 2019 —  
Independent Mort-  
gage Bankers Confer-  
ence](#)

- Hyatt Regency San Francisco, San Francisco, California

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# To Your Point

## IDEAS & INFORMATION FOR MORTGAGE ORIGINATORS TO GROW YOUR BUSINESS

### You: A Financial Advisor!

**Repeat business.** It is one of the most important keys to making a really good living as a Loan Originator. One of the more effective ways to score a customer that returns to you is to provide valuable advice that puts them in a better financial position. Many Originators will put every customer in a 30-year loan without considering whether that is the best product for the client. It is in the best interest of the

client to get the lowest term they can tolerate the payment on. Obviously, qualifying for the lower term is also a factor, but even a 25-year loan saves the client big bucks. If the client feels you are looking out for them, especially when the process is viewed as murky, stressful, and confusing by most borrowers (and it is!), they are grateful. This advice costs you nothing, but pays you back in spades. It is the type of advice



that will create repeat customers and referrals.

### Examples (See More Examples on page 2):

\$322,700 sales price	\$322,700 sales price	\$322,700 sales price
3.5% down payment	3.5% down payment	3.5% down payment
4.75% rate/30-year	4.75% rate/25-year	4.25% rate/20-year
\$1624.44 p&i	\$1775.38 p&i	\$1928.33 p&i
\$273,392.36 in interest	\$221,207.55 in interest	\$151,393.75 in interest
	Savings: \$52,184.81	Savings: \$121,998.61