



Mike Hobbs' Bio 2022

Mike Hobbs is a Home Loan Officer, mortgage banker, professional marketer, former radio personality, author, business owner and business coach whose passion leads him to help entrepreneurs, business owners, and Realtors grow revenue while helping them acquire, engage, collaborate and retain customers.

Mike acquired his marketing degree at CSUDH in the 1984 and then furthered his learning experience by graduating in 2017, Magna Cum Laude in e-Marketing, from Ashford University, Forbes School of Business. Mike recently authored the eBook: *Grow Your Business - 5 Things Every Realtor Needs to Stand-Out and Be Memorable*.

Mike has always had a passion for marketing and a desire to identify with Realtors. This passion drives him to provide solutions that are specific, measured and achievable. Mike places great importance on the needs of the Realtor and their clients. He realized that meeting his Realtors' needs, required him to focus on providing superior value by creating tools and programs that made them stand out from their competition. Mike has integrated this value proposition into his relationships with his Realtors and in turn, those clients we serve. Benefiting them in their quest to obtain distinctive competency, and providing borrower benefits all Home Loan Officers should – but don't.

As a 38-year veteran Home Loan Officer, Mike's Unique Value Proposition (UVP) for buyers is: "I am passionate about walking the journey to homeownership with you while eliminating the worry, inconvenience and the unknown associated with the home loan process." Buy, build, remodel and refinance knowing your family's best interests are guarded by an ethic of care and one of the largest mortgage bankers in the country.

Realtors – "I am passionate about shepherding your paycheck and cashing it on-time, while making your clients loyal, raving advocates, and providing marketing solutions to help you stand-out, be memorable and grow your business.