

Leverage Social Media to help generate more customers and leads to close loans! The more exposure you have online the more people are likely to look for your services.

You can promote:

- Loan Products
- Consumer Education
- Your Personal Brand



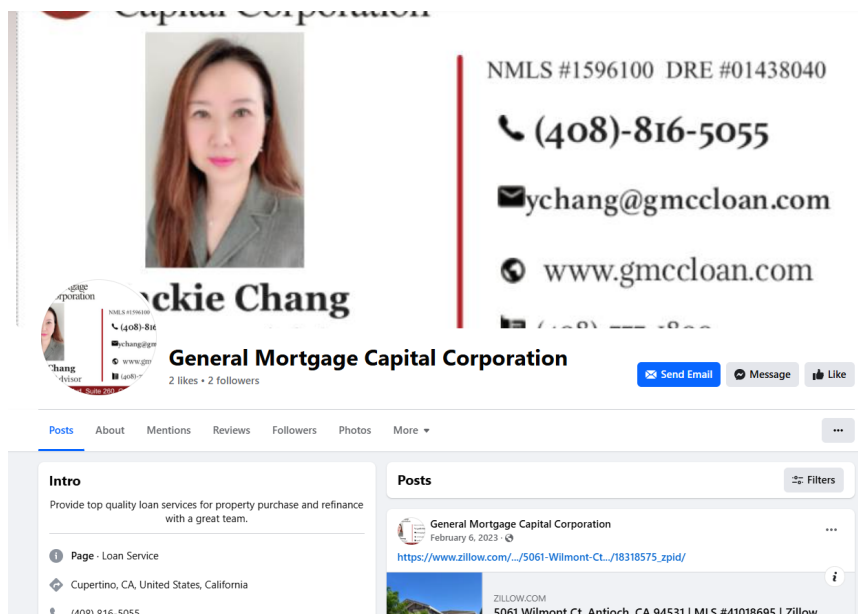
Create a Facebook Page:

https://www.facebook.com/pages/create/?ref_type=site_footer

How to:

<https://www.youtube.com/watch?v=noQW8Oxcln8>

Example:

A screenshot of a Facebook page for 'General Mortgage Capital Corporation'. The page features a profile picture of a woman, 'Jackie Chang', and a cover photo with contact information: 'NMLS #1596100 DRE #01438040', phone '(408)-816-5055', email 'ychang@gmccloan.com', and website 'www.gmccloan.com'. The page has 2 likes and 2 followers. Below the header, there is a 'Posts' section with a post from February 6, 2023, about a property at 5061 Wilmont Ct, Antioch, CA. The post includes a Zillow link and MLS number #41018695.



Create an Instagram Page:

<https://www.instagram.com/>

How to:

<https://www.youtube.com/watch?v=pJYSy0wsbls>

Example:

communitymortgageteam

Follow

Message

...



599 posts

586 followers

712 following

Community Mortgage Team

Finance

Built by Originators for Originators

NMLS 75243

/privacy-policy/

/licenses/

3200 sw 107th ave, Miami, Florida 33165

www.communitymortgageteam.com



Team



Info



Testimonials



Homes



Events

POSTS

REELS

TAGGED

JOIN OUR TEAM

See why Branch Manager **Natalia Rois** works for 

JOIN NOW!



4 Major Factors for Mortgage Pre-Approval

Income & Employment

Your wages and work history

Credit Score & History

Your track record for paying back the debts you owe

Assets

How much is in your savings, investments & retirement accounts

Debt to Income Ratio

Your monthly debt divided by your gross monthly income



We hope everyone enjoyed celebrating

HISPANIC HERITAGE MONTH

How did you celebrate?



Glossary



CELEBRATING WORLD

HERITAGE MONTH



Create an Experience.com Page:

https://app.boldsign.com/document/sign-bulk-links/?documentId=696f7f75-aa1e-4019-a028-47f755e58a64s_x1Lvd

The point of experience.com is to gain credibility and show your prospective clients that you have a demonstrated history of providing good experiences for past clients.

Example:

Search / Mortgage / General Mortgage Cap... / Burlingame / James Jin



James Jin PRO
President | NMLS # 288699
Works at **Burlingame**
4.85 ★★★★★ (268)
Contact James Refer James



CONTACT
 (650) 996-1982
 Burlingame, CA
My Website

ADDRESSES
 1350 Bayshore Hwy, Suite 740,
Burlingame, California - 94010
 Wheelchair
 Parking available

LICENSES
 NMLS# 288699

Reviews **Rating** **About**
Reviews   Write a Review →

5.0 ★★★★★

 **Reena S**
Redwood City, CA
Posted on October 28th, 2024 07:47 AM
Great rate and service. Overall, really friendly and easy to work with. The loans go very smoothly.

5.0 ★★★★★

 **Peter W**
Los Altos, CA
Posted on October 11th, 2024 02:08 PM
James my friend

5.0 ★★★★★

 **Xin L**
Cordova, TN
Posted on August 29th, 2024 05:48 AM

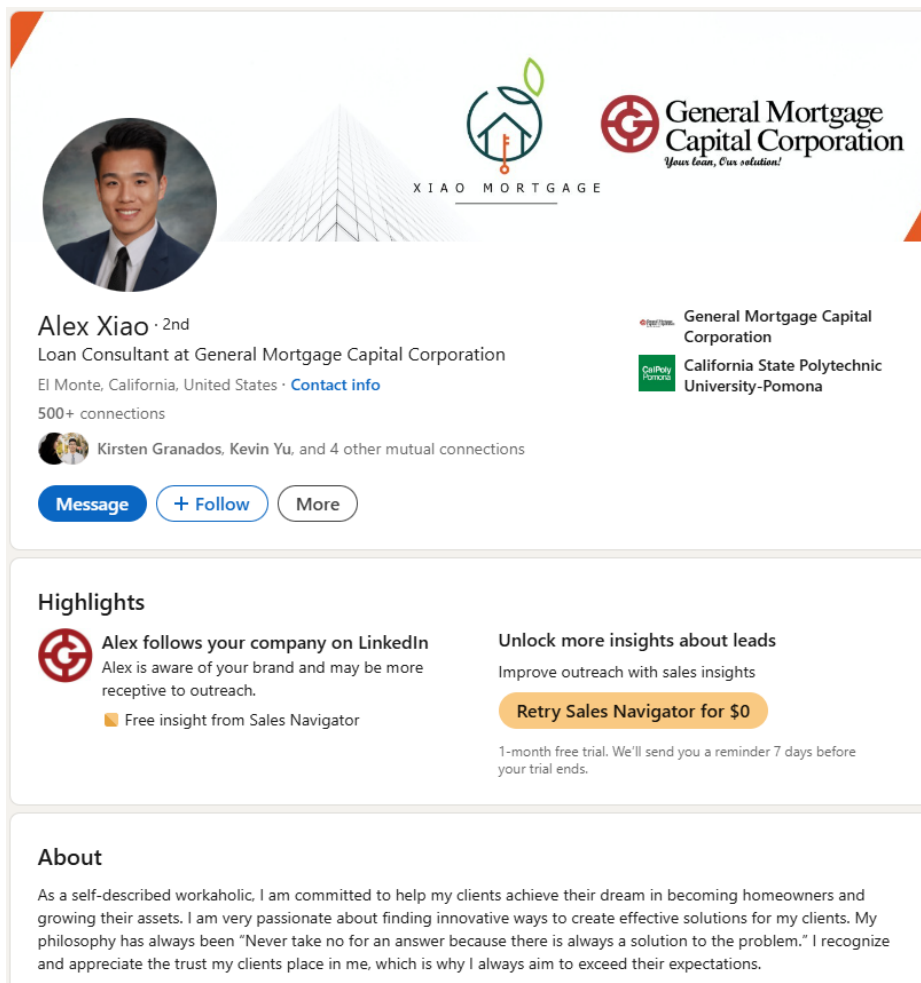


Create a LinkedIn Profile:

<https://www.linkedin.com/signup>

The point of LinkedIn is to create business to business connections with people of power such as realtors or even sometimes homebuyers. Having an updated LinkedIn Profile also helps establish professionalism and credibility.

Example:



The screenshot shows a LinkedIn profile for Alex Xiao. The header includes a profile picture of a man in a suit, a background image of a modern building, and logos for 'XIAO MORTGAGE' and 'General Mortgage Capital Corporation'. The name 'Alex Xiao' is followed by '2nd' and his title 'Loan Consultant at General Mortgage Capital Corporation'. His location is 'El Monte, California, United States' with a 'Contact info' link. He has '500+ connections' and a list of mutual connections including Kirsten Granados and Kevin Yu. Action buttons for 'Message', '+ Follow', and 'More' are present. The 'Highlights' section features a notification that Alex follows the user's company, a tip to unlock more insights about leads, and a 'Retry Sales Navigator for \$0' offer. The 'About' section contains a paragraph about Alex's work ethic and philosophy.

Alex Xiao · 2nd
Loan Consultant at General Mortgage Capital Corporation
El Monte, California, United States · [Contact info](#)
500+ connections
Kirsten Granados, Kevin Yu, and 4 other mutual connections

[Message](#) [+ Follow](#) [More](#)

Highlights

 **Alex follows your company on LinkedIn**
Alex is aware of your brand and may be more receptive to outreach.
Free insight from Sales Navigator

Unlock more insights about leads
Improve outreach with sales insights
[Retry Sales Navigator for \\$0](#)
1-month free trial. We'll send you a reminder 7 days before your trial ends.

About

As a self-described workaholic, I am committed to help my clients achieve their dream in becoming homeowners and growing their assets. I am very passionate about finding innovative ways to create effective solutions for my clients. My philosophy has always been "Never take no for an answer because there is always a solution to the problem." I recognize and appreciate the trust my clients place in me, which is why I always aim to exceed their expectations.

Compliance:

1. To ensure compliance make sure to always display your NMLS ID and EHO Logo on all posts. Add appropriate disclosures for loan programs!



SLAM DUNK
Lending Programs

At GMCC we have the game changing lineup:

- AGENCY - DIRECT LENDER
- PRIME JUMBO
- COMMUNITY LENDING & GRANTS
- UNIQUE NON-QM OPTIONS
- Inhouse 2nd (HELOC & HELOAN) and even non-QM rental

Score Big with GMCC's AI Suite: Instant Marketing Plans, Quick Scenario Solutions, Instant Success!



2. Make sure to also have a link to our website where our full disclosures are available. If you have your own website make sure to have the following disclosures:

“



General Mortgage Capital Corporation: 1350 Bayshore Hwy Ste 740, Burlingame CA 94010

Ph: 866-462-2929 (866-GMCC-WAY) /Email: info@gmccloan.com; NMLS – 254895

Real Estate Broker, CA Department of Real Estate: CA DRE: 01509029

Licensed by The Department of Financial Protection and Innovation under the California Finance Lenders Act

Licensed by the NJ Dept of Banking and Insurance/Licensed Mortgage Banker-NYS Department of Financial Services

Rhode Island Licensed Lender/For all state licensing information go to: www.nmlsconsumeraccess.org

Disclosures and Licensing: <https://www.gmccloan.com/Disclosures.html>

Texas: Any consumer complaints please click below:

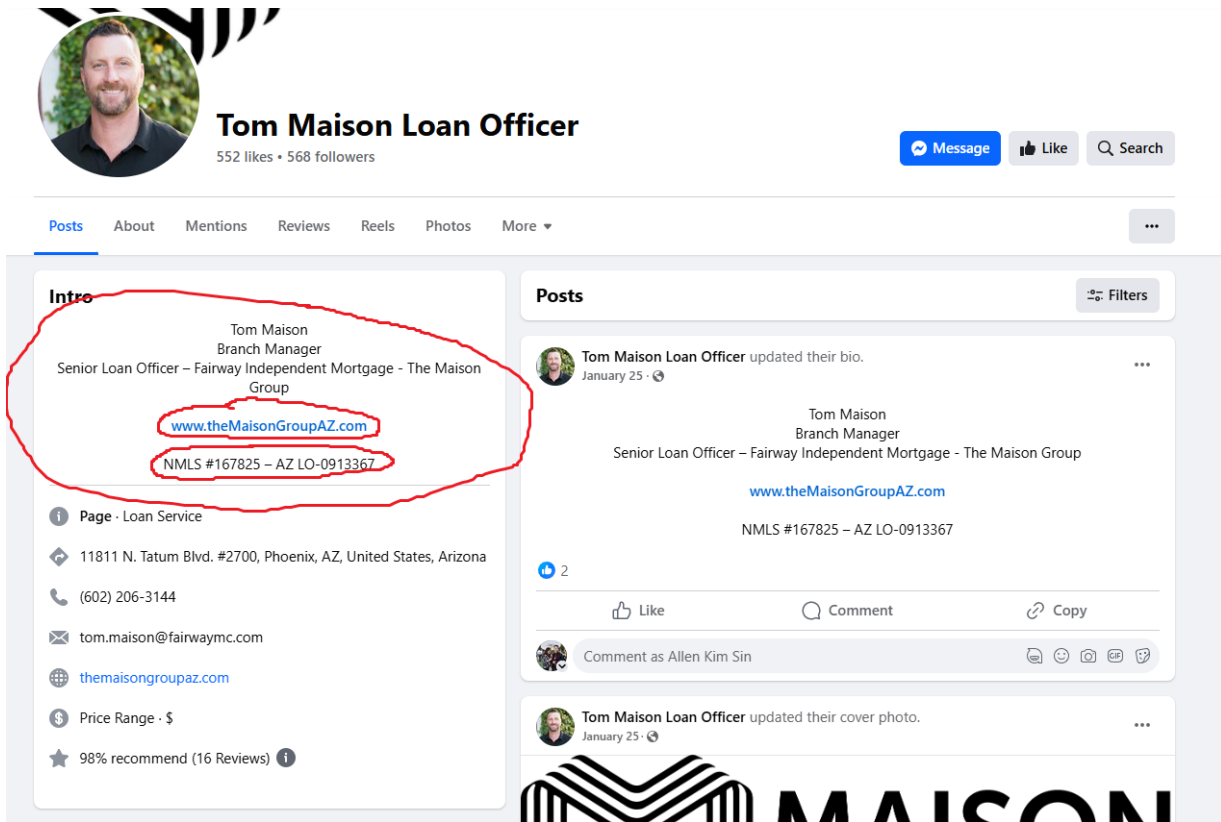
https://www.sml.texas.gov/wp-content/uploads/2021/07/rmlo_81_200_c_recovery_fund_notice.pdf

Illinois: <https://www.ilga.gov/legislation/ilcs/ilcs5.asp?ActID=1196&ChapterID=20>

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The image shows a screenshot of a Facebook profile for "communitymortgageteam". The profile has 599 posts, 586 followers, and 712 following. The bio states: "Community Mortgage Team Finance Built by Originators for Originators NMLS 75243 3200 sw 107th ave, Miami, Florida 33165 www.communitymortgageteam.com". The website link is circled in red. Below the bio are icons for Team, Info, Testimonials, Homes, and Events. The posts section shows three posts: "JOIN OUR TEAM" featuring Natalia Rois, "4 Major Factors for Mortgage Pre-Approval" listing Income & Employment, Credit Score & History, Assets, and Debt to Income Ratio, and "HISPANIC HERITAGE MONTH" celebrating Hispanic Heritage Month.

3. Make sure to Display your NMLS ID and License in your descriptions:



The image shows a Facebook profile for Tom Maison, a Loan Officer. The profile includes a profile picture, a cover photo, and a bio. The bio is circled in red and contains the following text: "Tom Maison Branch Manager Senior Loan Officer – Fairway Independent Mortgage - The Maison Group", "www.theMaisonGroupAZ.com", and "NMLS #167825 – AZ LO-0913367". The page also shows a list of posts, including a bio update and a cover photo update. The page has 552 likes and 568 followers.

Tom Maison Loan Officer
552 likes • 568 followers

Intro

Tom Maison
Branch Manager
Senior Loan Officer – Fairway Independent Mortgage - The Maison Group

www.theMaisonGroupAZ.com

NMLS #167825 – AZ LO-0913367

Posts

Tom Maison Loan Officer updated their bio.
January 25 · 🌐

Tom Maison
Branch Manager
Senior Loan Officer – Fairway Independent Mortgage - The Maison Group

www.theMaisonGroupAZ.com

NMLS #167825 – AZ LO-0913367

2

Like Comment Copy

Comment as Allen Kim Sin

Tom Maison Loan Officer updated their cover photo.
January 25 · 🌐

MAISON