

# Mortgage Marketing and Advertising: A Material Approach to Realtors

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## **Sample of Content:**

Do you struggle with marketing to real estate agents? Learn why you need marketing materials and how they help you before approaching agents.

## **Content:**

**In the mortgage business, your service is intangible. A realtor cannot smell, touch or feel your service.** Many loan officers struggle with this. You depend on your words to convince realtors of your worthiness. And realtors are quick to judge if theyâ€™ll even entertain the idea of getting to know you.

**Have you ever heard the objection before from a realtor, â€œIâ€™m happy with who Iâ€™m using now!â€** And worse yet, have you ever heard that objection in the

first minute of an initial conversation with a realtor?

**Realtors make quick judgments about loan officers and their services. The primary reason realtors are so quick to judge is because most loan officers make the same presentation.** Many loan officers haven't learned the importance of positioning, promotion and relationship building. They try to convince realtors to do business with them after only a contact or two with a prospect.

### **A Material Role**

**Your marketing materials are an extension of you. A realtor can actually read about your service, see it on paper.** If you use flow charts, graphs or other strong visuals, you're giving the reader something they can get their hands around. After reading your materials, they should have a clear picture of your service and feel some emotion – peace of mind, excitement, anticipation, etc.

**Secondly, marketing materials give you a professional image. Realtors choose to do business with a person, not a company.** The relationship is between the realtor and you, not between the realtor and a company. This is why you need to create your own materials.

**Materials developed by your company will not convey the kind of message that epitomizes the essence of your business.** You have to create them. When you invest the time to create your own mortgage marketing materials, you'll develop a greater clarity of your service. Over time you'll improve what you communicate to prospects and build relationships.

**Finally, you need to create personalized marketing materials to use as a drip marketing campaign.** Most realtors you meet are not ready to do business with you today. But you have to continue dripping value-driven messages to maintain top-of-mind-awareness. Your messages build familiarity and trust, two key ingredients to having a successful campaign.

Jeff Nelson helps loan officers **increase loan originations by attracting quality relationships with real estate agents** from the development of customized relationship-building strategies.

[Click here](#) to get a free copy of the Marketing Planning Guide, a 20-page workbook designed to help you outline a strategy to become an *Agent Magnet*.

Visit us at <http://www.loan-officer-marketing.com>

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