

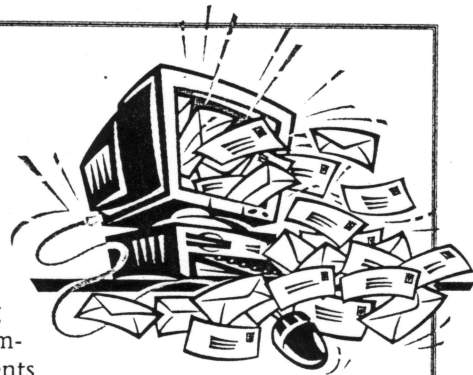


The Miner's Prospects

Kevin Lyons is a successful miner—for new referrals. "My marketing is based tremendously on customer referrals and database mining and marketing," said Lyons, president of Anchor Funding, San Diego, Calif. Lyons cites several examples of his mining tactics, which result in additional prospects for his expanding database. "Whenever I do a loan whereby I need a CPA letter, I send the CPA a thank-you letter, a copy of the HUD for tax purposes and an introduction as to how I can help their clients," he said. When a client goes through a divorce, he sends the attorney a letter. "Once a newly-divorced person does a loan with us, the client is added to the list and we call to ask the other party if we can add them to our list as they were indirectly helped by us—they received money. And whenever a roof certification is needed or a home improvement deal is arranged, those professionals get the same package from me." Lyons is sure to provide value back. "I have the respective professionals send me information on their services and I refer clients back to them. I always ask if it is possible to cross-market. For example, they add me to their newsletters provided to clients and I add them to mine. This way, they aren't violating any privacy issues by giving me their lists or vice versa." Lyons said that the mining approach has paid off. "It is a long-term approach and has done well for me."

E-mail Reviews

While some originators prefer not to use e-mail as an ongoing marketing technique, Rob McElroy has found it to be an effective element in his overall campaign. McElroy, vice president at SunTrust Mortgage, Inc., Oakton, Va., sends Realtors a weekly e-mail newsletter that summarizes the week's market activities and what's in store for the coming week. "I send that every Monday morning; it recaps the previous week's movements in the markets regarding rates. I cover any Fed meetings and show the economic calendar for the upcoming week." The one-page format is embedded in the e-mail message, so recipients aren't required to open attached files. "Every other week I also send out some piece of marketing material, regarding either a new program or something extra special about one of our existing programs that sets us apart from the competition." McElroy noted that his Realtor contacts appreciate his e-mail campaign. "I find that Realtors are quite accepting of the e-mail route. They find it very informative and it instills trust that I know what I'm talking about. I'll even get e-mails on Saturdays and Tuesdays if they haven't received the newsletters."



Consistency is Key

Shelly Talbott-Logemann knows that consistency is key in customer follow-up. "I focus on staying in touch with my clients and Realtors regularly," said Talbott-Logemann, vice president at Emery Financial, Newport Beach, Calif. This currently includes:

- Closing gifts, which have included tool kits, soccer coolers and beach chairs
- Quarterly (hardcopy) newsletter
- E-mail newsletter sent every three weeks with market updates
- Birthday cards with a Starbucks Coffee certificate
- Specific e-mails to clients if there is something happening in the market they may be interested in. "I always know the customer's children's names and ages so that I can always ask how 'little Johnny' is doing in baseball, for example."

She knows that the consistent approach has generated results. "What I find is that this triggers them to call me for something that they may need or to refer someone in their office who is buying a home or needs to refinance," Talbott-Logemann said. "I'm not sure that anyone has specifically said that because I sent them a birthday card, they've referred someone to me. What I do know is that when I get a referral from them within a few weeks of their birthday, it's because of the consistent approach."

