

Massachusetts Housing Financing Services

**Mortgage & Real Estate
Marketing and Training
School**

Industry Background

- Approximately 10 years ago 35% of mortgage customers closed loans with banks and lenders. Currently approx. 65% of mortgage customers close their loans with mortgage brokers
- Mortgage brokers have access to hundreds of lending sources, whereas banks generally only lend their own money with their own limited assortment of products
- If you apply for a mortgage with a bank and are declined you will have to repeat the same process at the next bank and you may have to pay for another appraisal! With a mortgage broker you only apply once and pay for one appraisal, which are then shopped to many potential lending sources.

Our Special Approach

- Because there are no legal or industry standards for mortgage originator experience and training the quality of origination has been negatively affected. We work with mortgage companies that have highly trained and experienced loan originators who are closely managed and supported.
- Additionally, because these originators do not have to spend significant time getting leads they can specialize in getting the loans closed.
- We are applying the Henry Ford principle of manufacturing and production to the mortgage industry – spreading the tasks out among multiple parties for specialization and efficiency.

Mortgage & Real Estate Marketing Opportunity

- Earn substantial dollars part or full time producing mortgage and real estate leads and recruiting new Marketers
- Earn an average of \$1,000* for each of your leads once the loans close
- Earn overrides on closed leads from Marketers you recruit

*Amounts vary. No amounts guaranteed.

Here is how the program works . . .

- We give you an afternoon of training in the mortgage and real estate industry.
- You learn about how the industry programs and products work and how to pre-qualify a borrower.
- The cost is \$199, which you get back from the revenue on your first two loan closings, in addition to your commission.

More details . . .

- Once you are trained, we give you a one-page form to use to generate your mortgage and real estate leads.
- You then meet with people you know or happen to meet who need a mortgage, complete the one page form, collect a check for \$199 to “MHDC” and submit it with the required documents from the borrower.
- This is generally all you will have to do.

How the money is made

- We then sell the lead to a mortgage company. They originate and close it. Once the lead is closed as a loan by the mortgage company you are paid 20% of the revenue on that loan (average of around \$800-1,000).
- Then you can recruit the borrower for your sales force!

Bonus money earning opportunities . . .

- For every new mortgage marketer that you recruit who pays the \$199 training fee, you get a portion of that fee.
- Every new mortgage marketer you recruit then becomes part of your team and you get an override on their closed production as well.
- You can also earn money by helping us find real estate, which we will touch on later

Overrides . . .

- You get 5% of the revenue on every loan closed by anyone you recruit.
- Those you recruit can also recruit and you share, equally, the 5% override on whoever they recruit.
- And so on . . .
- You also get 20% of all training fees paid by those whom you recruit.

Tiers . . .

- You can recruit as many Marketers as you like and have as many tiers as you like. You always get an override on closed loans from everyone that you recruit and everyone they recruit.
- Think of the amazing potential . . . !

Potential . . .

- If you recruit 5 people, and they each recruit 5 people, and they each recruit 5 people . . .
- At just the 5th tier you could be making \$213,229/month just in overrides!
- This is in addition to your own loan closings and your \$200 recruiting fees!

Some real potential . . .

<u>Mortgage & Real Estate Marketer Compensation</u>					
On your loans: 20% of closed revenue					
On loans from your downline:					
<u>Tier</u>	<u>% Override</u>	<u>People in Your downline (5/tier/person)</u>	<u>Potential Monthly Income Per Tier</u>	<u>Total Potential Monthly</u>	
1	5.000%	5	\$1,000	\$1,000	
2	5.000%	25	\$5,000	\$6,000	
3	2.500%	125	\$12,500	\$18,500	
4	1.667%	625	\$41,667	\$60,167	
5	1.250%	3,125	\$156,250	\$216,417	
6	1.000%	15,625	\$625,000	\$841,417	
7	0.833%	78,125	\$2,604,167	\$3,445,583	
8	0.714%	390,625	\$11,160,714	\$14,606,298	
9	0.625%	1,953,125	\$48,828,125	\$63,434,423	
10	0.556%	9,765,625	\$217,013,889	\$280,448,312	
*Assumes 1 mortgage closed per person per month					
'@ Every person always receives 5% of the revenue on their first downline tier					
*** Assumes every person recruits 5 people					
These income numbers do not even include your portion of the training fees!					

Make money from real estate too . . . !

- We buy and sell and help people rescue their homes from foreclosure
- If you find a distressed home in need of rescue and refer it to us, you get a percentage of our earnings on that transaction
- If you have cash to invest, you might be able to participate in transactions too. . .

More benefits . . .

- You are your own boss
- You set your own schedule
- You are self employed
- You get to learn the mortgage and real estate business
- You can build a sales team quickly and easily while earning an exceptional income.

Where to find your leads

- Fellow workers
- Customers of yours
- Realtors – part time opportunity
- Bartenders – part time opportunity
- Business owners w/large databases
- Chamber of commerce members
- Members of American Legion, Knights of Columbus, Masons
- Insurance agents – huge book potential
- Financial planners/stock brokers

More lead sources . . .

- Apartment/property managers and owners
- Churches, and pastors
- Civic organizations
- Salespeople with direct marketing to the public
- Teachers, police, fire
- Human resource departments, especially with impending layoffs
- Accountants – respectability
- Lawyers – respectability
- People who work in banks

Still more lead sources

- Hairstylists
- Mortgage professionals
- Hairstylists
- Mortgage professionals
- Union members and organizers
- Restaurant owners/managers
- Multi-level marketing professionals
- Online free advertising
- Association lists – CPA's, R. E. Agents, etc.

Now, to recap . . .

- We train you
- You have one product that everyone knows about and you do not have to buy any products
- You get leads through a quick and easy process
- We sell the lead to a mortgage company
- They close it as a loan and you get paid 20% of the revenue
- You can also recruit and earn substantial dollars by building a sales force.
- Easy part time or full time work

What to do now . . .

- Give your name, telephone number and email address to your recruiter, or contact us at 978-579-0088 or visit www.oldeprorealty.com.
- To reserve your place at the next training class we need a credit card number and related information. Your recruiter will have a form to complete for that purpose
- Your recruiter will inform you about the date, time and location of the next training class. Write it down and join us for some informative fun!