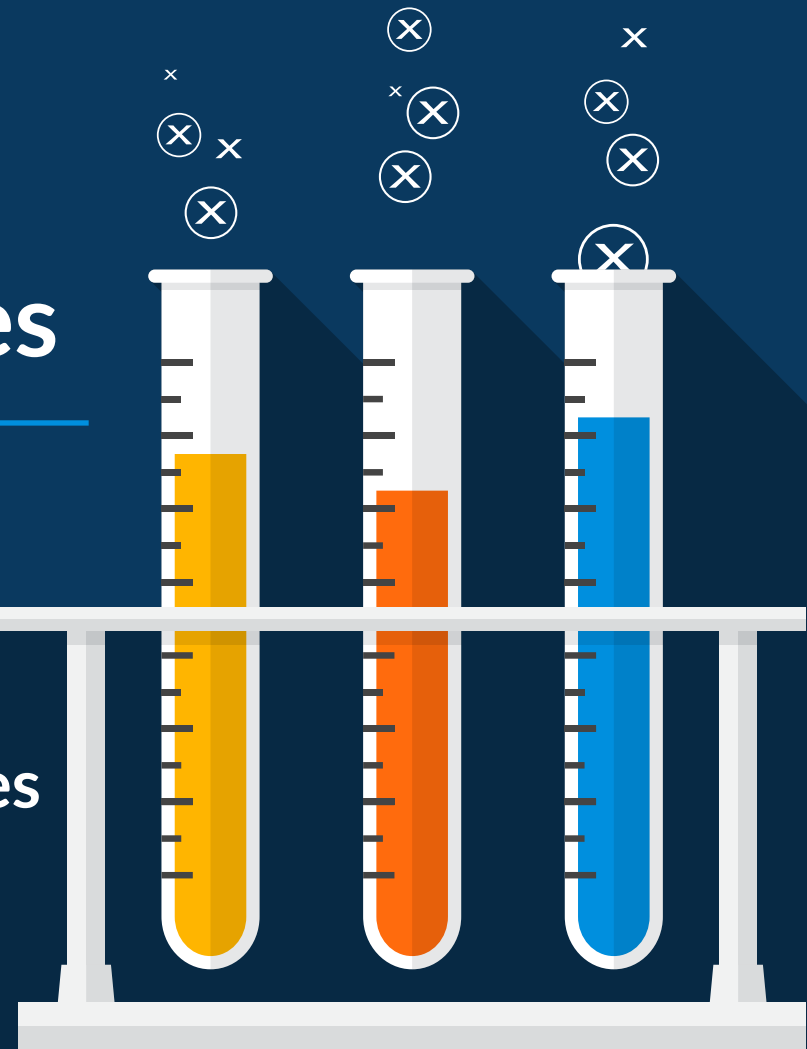


# 4 Key Factors for Sourcing New Rookies

## Part 1: Locating

The Mortgage Leader's  
Formula for Success Series



*Energizing people.  
Elevating results.*

**XINNIX**  
THE MORTGAGE ACADEMY

## Minimizing Recruiting Mistakes Begins with Sourcing Effectively

To gain a competitive advantage and grow your business quickly, the quality of your new Loan Officers is dependent on this very important step. There are four important factors when sourcing new talent:

### In this ebook we are focusing on Key Factor #1 : LOCATING



#### #1 Locating (and positioning)

This section aids your search for new talent by providing you with locations to consider, an example job description (to assist you in building your own) and tactics to locate and position yourself in front of talented sales professionals.



#### #2 Screening

This will assist you in sorting through resumes, offering proven traits of successful new Loan Officers to compare with your applicants, tips on how to conduct a “pre-interview” screening over the phone (questionnaire provided) and conducting the face-to-face interview (questionnaire provided).



#### #3 Assessing

This walks you through two assessments designed specifically to uncover sales aptitude and further refine your search for new Loan Officers.



#### #4 Compensation

This section provides you with production expectations, a hypothetical compensation plan, general break-even scenarios and return on investment considerations.



There are countless sources to consider in locating quality recruits. Below are the TOP 2 “easiest” sources to leverage that have driven the highest percentage of new professionals into our industry:



## 1. CURRENT LO REFERRALS



Ask your team. Many successful Loan Officers got into the business as a referral from another Loan Officer. Very few Loan Officers grew up viewing this career as an option. Let your Loan Officers know you are willing to hire someone they know who would be outstanding as a Loan Officer. Consider offering a referral fee if someone they refer is hired. This strategy allows you to put your sales force to work, helping you locate new talent. Our studies have shown that 35% of all new LOs entering our industry came from a referral by another Loan Officer!





## 2. YOUR CURRENT DATABASE



Consider your sphere of influence, all past customers and all your business associates. What about the children of friends or business associates? Send an e-mail to your entire database announcing you are hiring new Loan Officers and will be providing comprehensive training for highly qualified candidates. Our experience shows when you explain that you are hiring AND training, you receive much higher quality referrals.



There are 10 professions that have proven to transition quite successfully into our industry as Loan Officers. You will notice they have a sales or customer service background and these professionals can be specifically targeted. Below are the top three professions:

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**Stock Brokers/Financial Planners:** Most brokers and financial planners are highly trained sales professionals, financially astute and make the transition to the mortgage industry with ease. Both industries provide extensive, structured sales training which includes relational selling skills.



**Insurance Agents:** With a profile similar to stock brokers and financial planners, many insurance agents have completed structured sales training programs. Successful agents have an entrepreneurial spirit, are experienced networkers and understand lead generation from a relationship marketing.



**Auto Dealers:** Auto Finance Managers and Salespeople are financially savvy and possess excellent communication skills, selling to every socio-economic class. Many have reached a career ceiling and are able to transition their well-developed skills into the mortgage industry.

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*If you're interested in receiving the complete list of all ten professions click below:*

[GET FULL LIST](#)





Contact us today and learn how  
XINNIX can transform your business.

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