

There are lots of mortgage pros out there to compete with — some might even say you're one in a million. So, how do you stand out?

Building business is more of an art than a science. Artistic inspiration, anyone??? You got it.



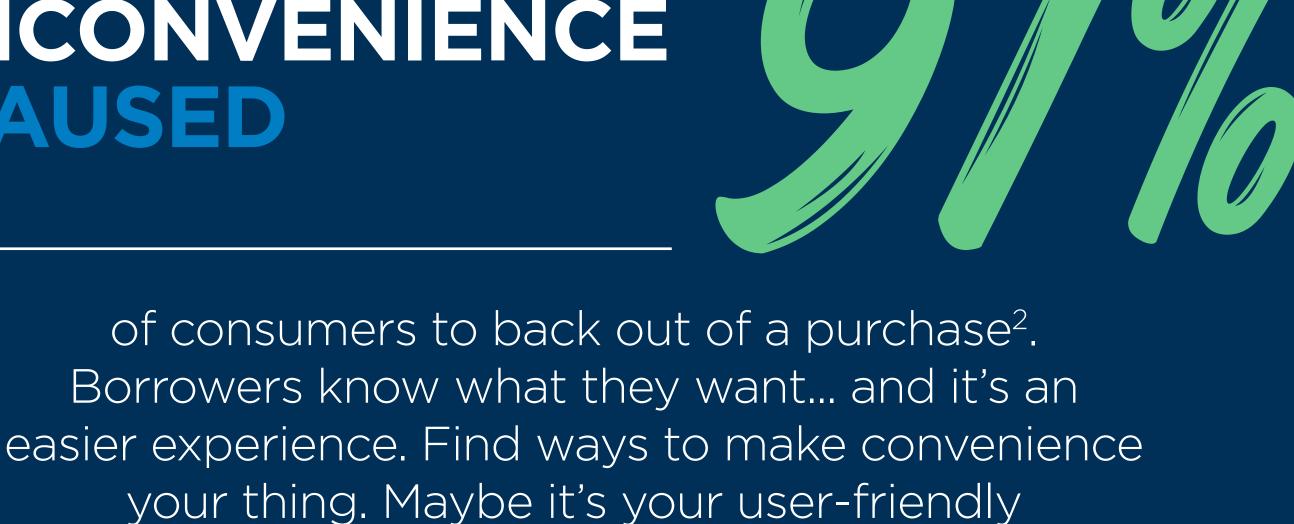
## OF ALL HOME LOANS

variety in March<sup>1</sup>. That's an 8% increase from last year. So, yeah - talk to the people in your pipeline about ALL the home loan options. It's not just about the conventional loan anymore.

were of the Federal Housing Administration (FHA)

## CAUSED of consumers to back out of a purchase<sup>2</sup>.

INCONVENIENCE



application tech, or your great communication with the borrower's real estate agent. Whatever it is, you want to keep that 97% around. THE AVERAGE SAVINGS FOR TYPICAL HOMEBUYER USING

MORTGAGE BROKER

And that savings tends to be even more for borrowers in minority groups\*3. Already a broker? Don't be shy about sharing this one with prospective customers.

2 https://www.mpamag.com/us/specialty/wholesale/could-2023-be-the-year-of-the-independent-broker/431764 3 https://nrf.com/research/consumer-view-winter-2020

Ready to stop hustling to build someone's empire?

1 https://www.marketwatch.com/picks/this-type-of-mortgage-loan-is-making-a-comeback-and-you-may-only-

need-a-3-5-down-payment-f2c61c12

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a mortgage brokerage together for you. Ready to grow your empire?



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