Welcome!

The Power of Marketing

Find Leads and Increase Income

Presented by

APEX MORTGAGE CORP.
Overview

• Tap into 7 proven lead sources for commercial business
• Leverage social media & digital marketing with professional tips, whether you’re a one-man-show or a large broker firm
• Use APEX to create professional marketing materials
Marketing Samples
Brochure

- A brochure can provide a “professional” perception to your product offering.
We provide a full range of loan programs for the self-employed applicant, including “No Income Verification” loans secured by commercial real estate.

- Debt Consolidation
- Purchase a building
- Property Improvements
- Working Capital

Company Name

Contact Name
Phone
Email
Address 1
Address 2
website

Providing the Business Community with Commercial Financing

Call today!
**Most Property Types Considered**
- Mixed Use
- Retail (free standing/strip)
- Professional Office Space
- Warehouse
- Apartment Buildings
- Motel/Hotel
- Garage/Storage
- Auto Repair/Auto Body
- Mobile Home Park
- Funeral Home
- Recreational
- Church/House of Worship
- Day Care
- Hair Salon
- and, More!

**Commercial Loans from $25K to $1MM**

**Get the CASH you need for your business**

We have access to virtually unlimited capital and are expertly positioned to meet the needs of small business owners that fall outside of traditional bank parameters.

- No upfront fees
- Single-digit rates
- Fixed and fully-amortizing for up to 25 years
- Closings in as little as 2-3 weeks

Call us to discuss your small business needs; you'll be glad you did.

555-555-5555
*This is the template layout used for the brochure (front & back).

For your convenience, it is based on the copying & printing template provided by FedEx Office (formerly, Kinko’s). This will help you to have the correct sizing & specifications needed for your printing.

All of your draft copies sent will contain the “guide lines” so that you can see exactly where the fold will be, where the text will be, etc. Your final draft, unless otherwise requested, will contain a preview with no guide lines visible.
Flyer

- A flyer gives you the advantage of a one-page product guide that’s easy to print right from your desktop.
Do you know a self-employed commercial property owner turned down by the bank?

If so, Your Business Name Here can provide a full range of loan programs to suit your needs. With straightforward answers to your questions and easy-to-understand products, we can get you the cash that you need fast.

- Commercial mortgages up to $1MM
- Single-digit rates
- No upfront fees
- Fixed and fully-amortizing for up to 25 years
- Closings in as little as 2-3 weeks

For more information, please contact:

Contact Name (T): 
(E): 
www. 
Address

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Other Marketing Tools

- Letters
  - Realtors
  - Accountants
  - Attorneys
  - Bank loan officers
  - Bank REO teams
  - Local business owners
  - Borrowers
CPA Sample Letter

Dear (CPA Name):

Have you ever worked with a client that needed to refinance their commercial real estate to increase cash flow, pay taxes or just consolidate debts?

I am sure that you have contacts at the local banks that will graciously accept a client with strong credit and conforming property requests. As a financial professional, I am confident that you have a source of money available for clients with small commercial properties, but, what happens when the client’s deal request is not bankable? Does the client report very little income, have bumpy credit, possess a “unique” property or just need a small loan amount?

If your clients fall into any of the above-mentioned categories, I can help. I specialize in the placement of small commercial mortgages, fully amortized for up to 25 years, for loan amounts as low as $25,000 and up to $500,000 with fixed rates. A few of the property types that I am able to finance are:

- Retail stores
- Warehouses
- Auto body shops
- Hair salons
- Funeral homes
- Day care centers
- Apartment complexes
- Various mixed-use properties
  … and much more.

If this offer is of interest to you, I would be more than happy to discuss the program over the phone, or in person. I am available at (xxx) xxx-xxxx, during the hours of xxAM – xxPM.

I look forward to hearing from you.

Sincerely,

(your name)
December 4, 2012

Dear Business Owner:

Did you know that YOUR BUSINESS NAME has over 100 years of combined experience in small business lending? As a self-employed business owner, are you aware that we specialize in small business loans?

If not, please allow me this opportunity to inform you that YOUR BUSINESS NAME is a lender who understands the unique needs of commercial property owners. Our longevity and lending capabilities can provide you with a loan suited to your individual requirements.

We offer a “NO INCOME VERIFICATION” loan, that means that we aren’t interested in the numbers that you may show on paper. Our flexibility can help you with past credit issues and allows us to look beyond the information reflected on your tax returns. Our expertise can help you to structure financing that your local bank may not be able to provide.

Here are some other incentives that YOUR BUSINESS NAME can offer you:

- Cash for debt consolidation – pay off your credit cards, high interest rate loans or lines of credit, real estate taxes & liens.
- Funds to purchase additional inventory or new equipment.
- Lower monthly payments – refinance high rate mortgages & revise your loan term with a fixed or adjustable rate.
- Increased working capital.

We can give you an answer to your loan inquiry within 24 hours of your request. If approved, your loan will be processed in a manner of efficiency that YOUR BUSINESS NAME is proud to be known for.

Take this letter of opportunity and call us at 555-555-5555 or visit our website at www.YOURWEBSITE.com and learn how we can help you.

Sincerely,

John Q. Smith

Commercial Loan Officer

*This letter does not serve as a commitment to loan money to the recipient. Loan request is subject to approval. This offer is non-negotiable.*
Other Marketing Tools

If you’re trying to develop a unique marketing piece that we don’t currently offer, we’d be happy to listen to your ideas and try to work with you to bring them to life.
Social Media & Digital Marketing
Blocking & Tackling

1. Turn your website into a digital magnet
2. Use the LinkedIn social network
3. Leverage your existing network - email
4. KISS
1. DON’T BE “ALWAYS SELLING”
2. PICK YOUR SHOTS CAREFULLY
3. HAVE ONE GO-TO PLACE
4. RESPOND TO PEOPLE AS YOURSELF
5. CONNECT WITH YOUR EXISTING NETWORK
6. CHEW YOUR FOOD COMPLETELY BEFORE SWALLOWING
Networking:

Reach out to these 7 proven lead sources

1) Realtors
2) Accountants/CPAs
3) Lawyers
4) Local banks
5) Private lenders
6) Self-employed
   a) Local business owners
   b) 1003
7) Borrowers
Networking (cont’d):

REALTORS:

• Know what their buyers need!
Networking (cont’d):

ACCOUNTANTS/CPAS:

- Know whether or not their clients are bankable!
Networking (cont’d):

**LAWYERS:**

- Are involved in commercial real estate purchases!
Networking (cont’d):

LOCAL BANKS:

- Loan Officers
- REO bank teams
Networking (cont’d):

PRIVATE LENDERS:

• Have non-bankable borrowers with Notes coming due!
Networking (cont’d):

**SELF-EMPLOYED:**

- Are small business owners that need money!
Networking (cont’d):

BORROWERS:

• May not know how to get a loan from a bank!
Where do I start?:

ADD “COMMERCIAL” TO ALL OF YOUR COMMUNICATIONS

- Business cards
- Email signatures
- Website
- Social media
- Letters, postcards, ads (print, radio, online)

LEAVE A CONSISTENT FINGERPRINT!
Where do I start? (cont’d):

**Example of leaving a consistent fingerprint:**

- Create a signature tagline

“Providing residential and commercial mortgage loans to small business owners.”

- In addition to your basic contact information, remind prospective lead sources WHY they need to contact you
See and be seen:

MAKE YOURSELF AND YOUR PRODUCT OFFERING VISIBLE!

- Who are the people in your neighborhood?
  - Take a walk down the street
    - Ask permission to place a flyer or postcard on a community bulletin board (libraries, grocery stores, etc.)
    - Familiarize yourself with the local small business owners
    - Find a local realtor who will display your brochure or flyer so that clients see your offering in a setting conducive to inquiries about borrowing money
See and be seen (cont’d):

MAKE YOURSELF AND YOUR PRODUCT OFFERING VISIBLE!

- Place an inexpensive ad in local town publications
  - Shopping resource guides
  - Township updates & calendars
  - Small business circulars

- Visit your local town radio station and ask if they offer discounted or FREE on-air advertisement
Contact Us

1-800-262-2739

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