OVERVIEW

• Linked In
• BNI
• Chamber of Commerce
• Rotary
LinkedIn

- Join very specific property type & location groups
  - Bed & Breakfast owners in Colorado
  - Automotive Service Council of California
  - Childcare owners
• Stay Active
  • Be reviewing industry information and add some value on occasion.
  • Let them know that you’re an expert in financing their specific industry.
  • Write a quick tip sheet on how to get financing in their field, and send a link to it.
• Stay Active
  • There are thousands of people in these groups - stay in front of them.
  • Check out the group at least every other day. Once a day is preferable.
  • Vary your content. Describe a recently closed loan. Call us, we’ll help you.
• These types of networking groups are great.
• For a small investment you have the opportunity to spend time with lots of like-minded professionals.
• Entire group interested in sending business to each other.
Great place to meet top referral sources discussed Sales Webinar 1.

» Attorneys
» Accountants
» Realtors
» Bankers
• Be a Go Giver

A good networker has two ears and one mouth and should use them both proportionately.

-Dr. Ivan Misner
Automatic exposure to business owners – potential borrowers
Automatic exposure to referral sources
Chamber and Rotary people love to support Chamber people
• Become the local expert in your niche
• Get your name out there
• Be a Go Giver
For generating business, what is the most successful group you have been a part of?
Thank You

For more information, please call us at
800-262-2739