APEX Mortgage Corp. presents

The Art of the Commercial Sales Call

Part 1: Commercial Referral Sources
OVERVIEW

• The 4 best sources for leads
• How to get your foot in the door
• Key points of discussion
• Follow-up tips
The 4 Best Commercial Referral Sources
The 4 Best Commercial Referral Sources

1. CPAs
CPAs

- Trusted, knowledgeable advisor to borrower
- Understands cash-flow challenges of borrower
- First call for many self-employed borrowers
- CPA is always seeking money sources
The 4 Best Commercial Referral Sources

1. CPAs
2. Residential Realtors
Residential Realtors

• They know property owners and buyers
• They have lost sales due to lack of financing
• Always seeking money sources
• Need help with their commercial listings
The 4 Best Commercial Referral Sources

1. CPAs
2. Residential Realtors
3. Bankers
The 4 Best Commercial Referral Sources

Bankers

• Need alternatives for clients they turn down
• Have current borrowers that have broken covenants
• Need solutions for loans that have ballooned
• Always looking to reduce risk in their portfolios
The 4 Best Commercial Referral Sources

1. CPAs
2. Residential Realtors
3. Bankers
4. Attorneys
The 4 Best Commercial Referral Sources

Attorneys

- Trusted advisor to the self-employed/investors
- Often involved in CRE transactions
- Regularly setting up commercial entities and structuring corporate finances
- Attorney is always seeking money sources
Getting Your Foot in the Door
Getting Your Foot in the Door

With,

✓ CPAs
CPAs

• You will make CPA look good – they love additional sources for money in their contacts
• You can find financing for their hard-to-bank clients
• CPAs love a cup of coffee. They’ll sit down with you – if you have a new product for lending small commercial money
Getting Your Foot in the Door

With,

✓ CPAs
✓ Realtors
Getting Your Foot in the Door

Realtors

• Research active commercial & mixed-use listings
• Pitch your niche
• The realtor will close more sales because of your unique mortgage financing
Getting Your Foot in the Door

With,

✓ CPAs
✓ Realtors
✓ Bankers
Bankers

• Start with your bank, ask the branch manager to meet the commercial loan officer
  ➢ You will see deals that require bank financing and need to learn about their appetite
  ➢ You have funding sources for their turndowns
  ➢ You have funding sources for their “work-outs”
Getting Your Foot in the Door

With,

- CPAs
- Realtors
- Bankers
- Attorneys
Attorneys

• Research attorneys that have been part of closings you have already had
  ➢ You have sources of money for people who don’t qualify at traditional banks
First Meeting Musts
Key Points of Discussion

FIRST MEETING MUSTS

• Learn about them

*Remember this needs to be a 2 way street!*
Key Points of Discussion

FIRST MEETING MUSTS

• Don’t begin by selling your product

Ask questions like...

➤ Can you take a minute and tell me about your firm?
➤ What kind of clients do you help?
➤ What is your niche?
Key Points of Discussion

FIRST MEETING MUSTS

• Don’t be all things to all people
Key Points of Discussion

**FIRST MEETING MUSTS**

- Be sure to let each referral source know what you can do for them
  - Make them look good for their clients
  - Possibly refer clients to them
• How did you get your last commercial loan referral?
Successful Follow-Up Tips

So glad we Sealed the Deal!
Successful Follow-up Tips

KEEP YOUR EARS OPEN
Successful Follow-up Tips

KEEP YOUR EARS OPEN

• Referral opportunities
  - Someone needs an LLC or Corp – give name of CPA and attorney
  - Someone complains about their bank – give name of banker

Then…
Successful Follow-up Tips

LET THEM KNOW
Successful Follow-up Tips

LET THEM KNOW

• Send an email or a call them
• Tell your new friend that you shared their contact information

It’s amazing how few people do this!
Successful Follow-up Tips

LET THEM KNOW

• Include your new contacts on an email that describes recent approvals
• Keep your eye on the internet/news
  ➢ See something about your realtor? Drop them a line and let them know. (Same goes for CPA, banker and attorney)
• Ask your referral if they would mind if you stayed in touch with them 1-2 times per quarter
Thank You

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

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