









What's Inside for February 2004

-  Announcing the LendingTree Loan Officer Regional Trainings
-  Alysia Talks... About Preparing for the Call
-  Are You Making the Most of Your Purchase Loan Requests?
-  Tune in To LendingTree TV!
-  The Customer Care Corner - We Can Increase Your Close Rates!
-  It Worked for Me! Sales tips and ideas from LendingTree Loan Officers

Announcing the LendingTree Loan Officer Regional Trainings

LendingTree is excited to announce three regional training events for 2004! This is your opportunity to hone your sales skills with Alysia Nealon, LendingTree's National Sales Trainer. In addition, you will learn what LendingTree is doing to support loan officers through Loan Officer Programs and how LendingTree Realty Services can help improve your purchase mortgage close rate. Attendance at one of these events will satisfy the training requirement for Loan Officer Certification in 2005.

Dates and locations for 2004 are:

March 11: Irvine, CA

July 15: Chicago, IL

October 7: Philadelphia, PA / Cherry Hill, NJ area

The agenda for the March training is as follows:

8:00 - 9:00 Registration

9:00 - 11:30 Loan Officer Programs and Realty Services Overviews

11:30 - 1:00 Lunch

1:00 - 5:00 Sales Training with Alysia Nealon, LendingTree's National Sales Trainer

If you have not already received information regarding registration, email loprograms@lendingtree.com or contact your Account Manager.

Alysia Talks about . . . Creating the Future You Want!



Happy New Year! Since this is the time of year when many of us are thinking about resolutions, I want to share some ideas to help you create the future you want in 2004.

I am sharing ideas that I personally use to reach my goals and I know they work. In order to be successful, clear goals and an action plan are essential to get you where you want to go. It is up to you to decide not just what you want but what you are willing to do to get it.

Begin by deciding on your big goals (house? boat? car? paying off debt? Whatever you want!). Then figure out how much money you need to accomplish this. How much do I

need to make annually to reach my goals? Break it down - how much do I need to earn monthly? Daily?

Then ask yourself **"What do I need to do on a daily basis to reach my goals?"** If you do nothing, nothing happens. Remember, it is not the market that determines your success. It is what you do that determines your outcome, not the resolutions made. This is particularly true if you have been very successful in the past and now things seem harder. In order to accomplish what you want and create the life you want, you must be willing to do the work - mentally and physically. Often during difficult periods, we forget that we create our success. We create it by our attitudes, our mindset and our willingness to give all we have especially when things are tough.

Discipline comes from knowing what you really want. If you **really** want to be more successful this year, then you will have to work harder and smarter than you did last year. Chances are you already work as many hours as you can work. So, more hours are not possible, nor is it the best solution. Success happens when you **focus on your high value activities**. Put most of your energy into those activities that yield the most return. This will maximize your efficiency and increase your results.

Also, don't let the **"if -when" mindset** keep you from reaching your goals. "If I had more leads, if I had a faster computer, if the guy next to me didn't talk so loud . . . THEN I would be successful." OR "When I get a larger cubicle, when I get a new computer, when we get more processors . . . THEN I will be more successful." Does this sound like someone you know all too well? If this is your thought pattern, then success will always be out of reach because you are blaming other people and circumstances for your lack of success. We all have circumstances, situations and bad stuff that happens everyday. It is our reaction to that stuff that determines our success. As the Attitude saying by Charles Swindoll states, "Life is 10% what happens to me and 90% how I react to it."

Let this year be the year of taking full ownership of your success. Determine your goals, create a plan of action and do it. This is a new year, a new day, a chance for a new beginning. If you want to be more successful than last year - **really** want to be more successful - **then figure out what you need to do and go do it**. Put your helmet on and get in the game and be prepared to get knocked down a lot. And I mean a lot. We all know this mortgage game is not easy. To quote Tom Hanks in one of my favorite movies *A League of Their Own*, "If it were easy, everyone would do it . . . It's the hard that makes it great." So go be your best great self and create the future you want. You'll be amazed at what the future holds for you.

Are You Making the Most of Your Purchase Loan Requests?

To our Valued Lender Partners:

Consumer requests for purchase mortgages continue to increase through the LendingTree Network! Are you making the most of the purchase loan requests you receive through our channels? Now is the time to prepare for the home-buying season by evaluating your sales process for purchase mortgages and making necessary improvements.

LendingTree's Realty Services can be a valuable tool in building a profitable purchase mortgage business. With access to over 680 real estate companies and over 9,000 agents in all 50 states, this program will allow you expand your customer relationships and improve close rates. For successful results from a current participating lender, please review the case study below.

Speak to your Manager today to get started using LendingTree's Realty Services

Realty Services Lender Success Story

Problem:

- Lender A's retail call center wanted to build their purchase business, but had trouble accessing real estate agents in their 50 state footprint.
- Lender A lost purchase customers who inquired about a loan before they had a real estate agent. These customers were finding agents on their own and using the agent's local broker contact for their mortgage.

Challenge: To build a profitable and sustainable purchase business, Lender A needed to build real estate agent relationships, retain customers and grow their close rate on purchase business.

Solution: Lender A needed access to real estate agents in all 50 states who would provide great service to their customers and not interfere with the customer relationship on the mortgage. LendingTree Realty Services provided the following solution...

LendingTree provided the quality, convenience and value of the Realty Services nationwide real estate agent referral program to Lender A.

- Via the web, Lender A was able to access 680 real estate companies and 9,000 real estate agents across the nation
- Their customer had a choice of real estate companies in their local area.
- Lender A had access to quality real estate agents who are trained and certified enabling them to perform at high service levels for their customers. Their customer was able to receive an incentive after closing.

Lender A's 2003 Results:

- Developed relationships with over 500 real estate agents across all 50 states
- Opted in over 2,000 customers to Realty Services and retained many of those customers through the home-buying process.
- 30% loan close rate on the Realty Services opt-ins versus their overall 3% loan close rate.
- Resulting growth in purchase loan close rate: >33% increase (from 3.18% to 4.26%)

Tune In To LendingTree TV!

We are proud to announce that LendingTree TV launched on November 13. LendingTree TV is a video series designed to answer consumers' questions about mortgages, home buying, refinancing and home equity loans and lines of credit. We believe that by helping to educate consumers, LendingTree TV will ultimately help our Lender partners close more loans.

You were given an opportunity to preview LendingTree TV at the LendingTree Summit. However, if you missed it, LendingTree TV is comprised of the following video segments:

- **5 Steps To Getting the Best Loan:** Loans come in many variations. Fixed vs. variable. 30-year, 15, 5, 3, or 1. Points or no points. Large down payment, small or none. With so many options, how do you know what's right for you? Listen and learn 5 simple steps to getting the best loan.
- **Smart Home Buying Tips:** Buying a home is easier when you have three things: a knowledgeable REALTOR[®], a skilled Lender and an informed buyer. We'll help you understand what to expect from your REALTOR[®] and Lender, as well as

provide tips that'll make you a smarter buyer.

- **Smart Refinancing and Home Equity Tips:** Your house is your greatest investment, so make the most of it. If interest rates have dropped, refinancing can lower your monthly payments. Or maybe you want to borrow money against the equity in your house. Here are some smart refinancing and home equity tips.
- **Choosing the Right Lender:** The LendingTree Network includes many of the most respected Lenders in the United States. You can feel confident knowing that all of our Lenders are dedicated to providing you with superior service and competitive loan offers.
- **Credit Issues and Special Circumstances:** Ready to purchase or refinance, but not sure if your credit history might stand in your way? Find out how your credit history can impact your loan offer, what to expect if your credit is less than perfect, and how to get a free copy of your report to check if it is accurate.

Consumers may access LendingTree TV from the home page before they begin the loan process. LendingTree TV is also available in StatusWeb so consumers may reference the video segments to help them select the loan that is right for them. Encourage your mortgage, refinance and home equity customers to tune in for the answers they need.

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The Customer Care Corner - Outbound Calling Campaign

As the market shifts, the LendingTree Customer Care team has been asked to do more to send quality leads your way. One of the initiatives currently in place to meet this goal the Outbound Calling Campaign, or OBC, which started in November of 2003.

This program is designed to turn Personal loan requests that are not matched with a Lender into quality Home Equity leads. Trained Customer Care consultants contact those consumers who have indicated home ownership and have a positive credit history, but were not matched for a Personal loan. Our Consultants educate consumers on the benefits of a Home Equity Loan or Line of Credit. If the customer is willing and has the appropriate equity in their home, the consultant will complete a Home Equity QF for the customer.

The dedicated Customer Care Team has contacted over 700 consumers in less than two months, and has converted 20.5% of these consumers into quality Home Equity leads.

This is just the first of many Outbound Calling Campaigns scheduled for 2004 that will result in more quality loan requests for you!

Don't forget about LendingTree's Customer Care Partner Hotline! Call this toll-free number for assistance with any LendingTree customer issues

1-800-DIAL-TREE

(1-800-342-5873)

Monday - Friday, 9:00 a.m. - 8:00 p.m. EST

It Worked For Me!



Thank you for all of the great sales tips! Keep them coming! If your tip is selected, you will receive a certificate and a LendingTree gift.

Please submit your sales and customer service tips to loprograms@lendingtree.com.

Tip #1

I think that some of the biggest sales techniques are about excitement and allowing the borrower to understand your position as a mortgage consultant. When you say Loan Officer then you open up a different category of sales people. Let the borrower know that you are shooting for the right program for them and their family. This allows you to play numbers more than words. Put it in writing on an email or have them write it down. LendingTree allows you to know more than enough info to put them in the right program. The rate is important, but you can do more for a borrower when you set them up for long-term savings. An educated sale is more valuable than a quick one. Sometimes deals that do not seem like they are interested often become a relationship of referrals. Take care of a borrower and watch your life goals become reality. I think it is awesome that we get paid very well to give borrowers what they want and what they need. Happy selling!!

Steve Jacobs, Senior Mortgage Consultant
Efastfunding, LLC

Tip #2

When you get a lead, call the customer as soon as you can! I try to call them within 15 minutes of when I receive their lead. The customers are often impressed at my promptness and it lets them know right away that if they need something down the line, I will be attentive and quick to respond. Also, you can sometimes get a commitment from the customer before anyone else has a chance to even contact them.

Grant Stupeck
Waterfield Financial