



LendingTree®

Loan Officer Update
newsletter for the Loan Officer

Welcome to the first edition of the Loan Officer Update from LendingTree! This monthly update is designed just for you, the LendingTree Loan Officer, and is also available on LenderWeb!

Each month, the Loan Officer Update will provide you with valuable sales tips and updates about special incentive and reward programs designed especially for you. We will also provide you with additional information about LendingTree's products and services. Our goal is to keep you informed and help you to be more successful with the LendingTree channel.

If you have any questions, comments, ideas for future Loan Officer Update topics or any other feedback, we'd love to hear from you. Send an email to loprograms@lendingtree.com.

Loan Officer Programs 2003

In 2002, LendingTree implemented a number of new loan officer programs as a means of recognizing the efforts of outstanding loan officers. As a result of the positive feedback we received, we will continue to expand upon and enhance these programs in 2003. Following is a brief description of these programs for 2003. Please e-mail loprograms@lendingtree.com with any questions.

Sales Recognition

Each quarter, the top producing loan officer from each Lender will be recognized with a special gift from LendingTree. In addition, the loan officer's name will be posted on the LendingTree Web site. The "Top Producer" is defined as the loan officer with the most units closed in each quarter. Premium and preferred service level Lenders that report closings to LendingTree by loan officer are eligible to participate in this valuable program.

The LendingTree Gold Leaf Award

The LendingTree Gold Leaf award is presented to an elite group of loan officers who have provided exemplary service to LendingTree customers. In 2002, LendingTree presented the Gold Leaf Award to approximately 130 loan officers. The Gold Leaf award is presented to loan officers based on success levels in several areas including, customer service feedback, adherence to LendingTree best practices, and training requirements. The next round of certifications will be announced in February 2003, and will continue every six months thereafter.

Within the next few months, certified loan officers will receive an electronic certification seal that may be used in their e-mail communications with LendingTree customers. In addition, the names of these loan officers will be displayed in the Lender Scorecard on the LendingTree Web site.

LendingTree is planning a special Certified Loan Officer Summit in Charlotte on May 1 through 2, 2003. Look for more details on this special seminar in the next newsletter.

Loan Officer Sales Rally in Las Vegas

Mark your calendars! LendingTree will be hosting a Loan Officer Sales Rally at the New York New - York Hotel and Casino in Las Vegas on October 9 through 11, 2003. The sales rally will include presentations from LendingTree executives, a special sales training seminar, and a recognition and rewards dinner. All loan officers will be invited to attend, and LendingTree will be sponsoring a number of programs to fund attendance for top performing loan officers. We'll be sending out special announcements and additional information on this inaugural event in the coming months.

Alysia Talks...

Happy New Year. My name is Alysia Nealon and I was a loan officer on the LendingTree Exchange for

two years. Through trial and error, I figured out how to be successful selling LendingTree loans, which means I learned how to turn QFs into actual money instead of a pile of paper on my desk. I am now the National Sales Trainer for LendingTree Inc., and am traveling to Lenders sharing strategies and selling tips. The purpose of this column is to share those selling tips and your success stories using them.

LendingTree is a company that recognizes that you - the loan officer - is what makes it all work. Our business model is structured to celebrate our mutual success - closing more loans is how we all win. That is why I am dedicated to providing you with tools to help you close more loans and be as successful as you want to be.

Since it is the beginning of a new year, now is a great time to ask yourselves the following questions:

Are you satisfied with your income from last year?
Did you make as much money as you wanted to make?

If the answer is no, then this is the perfect time to give yourself a raise. If you want to make more money than you did last year, I would suggest taking some time to reflect on what you did last year that made you successful and what you did that prevented your success. Think about your daily habits. What's working? What's not working? What needs to change?

Setting a goal is the best place to start. Decide how much money you want to make this year. Write it down and ask yourself the following questions to help you come up with an action plan. What do you need to do to reach your goal? How many leads do you need in your queue? How many phone calls do you need to make? How many sales do you need to make to achieve your goal?

Just the act of putting your plan on paper will start you on the right track for 2003. This doesn't mean the plan won't change or that you need to know all of the answers in advance, but careful planning will help you think on your feet during those crucial closing moments. Remember, closing LendingTree consumers requires a game plan. Neil Armstrong needed a plan to get to the moon and so do you. Your numbers can fly as high as you want them to.

Tune in for selling tips next month.

Happy Selling!

Do You Ever Wonder...

Who it is you're talking to on the other end of the line when you receive a lead from LendingTree? You have a lot of this person's personal information in front of you, but who are they and what are they like? Here's an overview of the typical LendingTree customer:

An average LendingTree customer is a professional between the ages of 25 and 54 - though more likely to fall between the ages of 25 and 44 than 45 to 54. A LendingTree customer is more likely to be a man (56%) than a woman (44%) who is highly educated - 52% have a bachelor's degree, and 19% have a post-graduate degree. In general, a LendingTree customer has a household income of \$60,000 or more, is married with one to two children, owns his own home worth \$125,000 or more and live in A and B counties. He is more likely than the average adult to have investment or vacation property.

These customers do a fair amount of traveling taking, on average, three domestic trips per year. He is a cost conscious person, preferring to fly coach the majority of the time. While he doesn't stay in the cheapest hotels, he won't stay in the swankiest either. You are more likely to find him in a Holiday Inn or a Marriott than a Red Roof Inn or a Ritz Carlton.

He is comfortable shopping online - at least a quarter of LendingTree consumers have bought something on Amazon.com, bn.com or ebay.com in the past year averaging just over \$500 on purchases via the Internet. His offline shopping behavior also reflects the thriftiness apparent in his travel behavior - Old Navy, Target and Sears are among the stores he commonly frequents.

His leisure activities are an apparent mix of family activities and personal pleasures, with trips to the beach or zoo and barbeques in the back yard as common as visits to bars/nightclubs, live theater and rock concerts. His sports participation tends to lean towards more solitary activities. Swimming,

jogging and walking for exercise are popular pastimes. Golf and bowling is the closest thing to team sports for many of these folks.

Questions? Comments? Observations?

Email us anytime! Your opinions are important to us. Send your questions to

loprograms@lendingtree.com.