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LendingTree's 5th Annual Summit

BLAZING THE TRAIL
5th Annual LendingTree Summit
Charlotte, North Carolina
September 14-16
The Westin



LendingTree's 5th Annual Summit will be held on September 14 - 16 at the Westin in Charlotte, NC. This annual event is an excellent educational for all of LendingTree's Lender, Realty Services and Marketing partners.

The breakout sessions will focus on industry trends, best practices and marketing concepts to help make all of our partners more successful. Once again, there is an exceptional line-up of key note speakers including Robert Johnson, owner of the Charlotte NBA Bobcats and founder of Black Entertainment Television (BET), and Mike Eruzione, captain of the gold-medal winning 1980 US Olympic Hockey team.

To learn more about this event and to register, go to www.lendingtreesummit.com.

Alysia Talks . . . About Ducking Calls

Do you avoid customers because they call you all the time? Are you "ducking" customers because they call you constantly? Do you thank the creators of caller i.d. on a daily basis?

When working with LendingTree consumers, it is imperative to set expectations clearly and early to avoid this kind of stress for you and your borrowers. The borrower may expect a daily phone call "just to let them know how things are going". You, on the other hand, may have 50 deals in your pipeline and only plan on calling your borrower if there is an appraisal or title issue. Stress is caused when they are expecting one thing and receive another.



Think about how you want to set up your communication strategy so your current borrowers know what to expect. Ask yourself these questions: Will you be calling your borrower at all? Will the processor be calling them? On their cell or home phone? Will you be emailing them with updates or only when there is a problem? Sent to

their home or work email address? Once a day? Once a week? Twice a week? Only if you need something? Do you want them to email you their questions? Or leave the question on your voice mail? Or call and wait until they reach you live? **BE SPECIFIC when communicating expectations to your borrowers.**

Use phrases like:

- You can expect to hear from me (insert time frame)
- What you can expect from me is (insert time frame)
- If you have questions, please (email or call) - Give clear instructions
- If I need something urgent, is it best to call your cell, home or work number?

This puts borrowers at ease so they will know what to expect from you. It will also help you stay in control of your business. If you are the master of "ducking" calls, think about what you are telling, or not telling your borrowers on the first few calls. Your borrowers cannot read your mind or "just know" not to call you every five minutes. You can avoid clingy, dependent customers by telling them now what to expect upfront. Remember, your borrowers have probably been through the loan process before and come to you with plenty of pre-conceived ideas about what they expect from you. They don't tell you this directly, so **it is up to you to tell them YOUR communication strategy.**

If your customers call you all the time and you can handle it now, could you handle it if your pipeline was twice the size it is now? Could you talk to every customer everyday? Probably not. Establish a strategy now that makes you more efficient so you can grow your business. The last thing you want is to have new customers that want to buy from you but you do not have time because your current customers are taking up all your time.

Think about the questions listed above and establish an efficient communication strategy that enables you to manage your current pipeline, as well as give you time to increase it. **Set expectations with every borrower right from the start. Most importantly, set expectations that you will deliver on.** Tell every borrower what they can expect from you and in turn, what you expect from them and you will control your day, your time and your paycheck.

Introducing - LenderWeb Apex Tip of the Month



How do I edit/update an existing task?

A user can access a task from several places including "Your Day at Glance(should this be Your Day at a Glance?)", the task queue, the calendar and a pop up reminder. From the Tasks tab in the QF management page, click on the task type icon to edit the task. Then you can update any of the task fields.

For example, you had a task set to call a customer at 9:00 am. If you left a message for the customer, you can do the following:

- Edit and update the task by logging notes indicating your action (i.e. Left voicemail for customer)
- Change the due date to reflect when you would like to follow up with the customer again.
- Set a reminder if you want one.

- Change the priority or status if needed.
- Then click "save changes" to update or cancel.

Send your comments and suggestions about LenderWeb Apex to lendersuggestions@lendingtree.com.

"Find a REALTOR®" Incentive Calculator

LendingTree Realty Services is pleased to introduce a new tool for the "Find a REALTOR®" program. The new incentive calculator will allow you to easily and accurately determine the incentive amount for each participating consumer. Please [click here](#) to view the new "Find A REALTOR®" consumer incentive calculator. Save this [link](#) to your Internet Favorites folder for easy access when you are speaking with consumers and want to demonstrate their potential incentive amount.

REALTOR® -- A registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

LendingTree Expands Loan Officer Training Options



The first Sales Excellence Workshops were held in Kansas City, Kansas and Charlotte, North Carolina during June. Over 125 loan officers representing more than 10 Lenders participated in these events.

My Success is Up to Me

Led by Alysia Nealon, Director of Sales Training Programs for LendingTree, the Sales Excellence Workshops are designed to empower loan officers to

effectively gain control of the sale and encourage the consumer to close through LendingTree. Through this interactive training, loan officers examine the traits that make the LendingTree consumer unique and are presented with tips for gaining the consumer's trust, overcoming objections and, ultimately, making the sale.

Additional Sales Excellence Workshops are being planned for 2004. If you are interested in attending a Sales Excellence Workshop or one of the other LendingTree Loan Officer Training Programs, please contact your Relationship Manager or send an email to salesexcellence@lendingtree.com.

Customer Care Corner - Redefining the Ways in which Customers "Contact Us"!

In the month of May, one out of every six mortgage, home equity, and real estate QFs submitted to LendingTree was completed by a Customer Care team member. In addition, we completed over 5,000 QFs through the Outbound Team. Customer Care closure rates exceeded the closure rate of QFs that did not touch Customer Care for each product, except LendingTree home equity, which was below non-contact by 0.23 percentage points.



For the 5th month in a row, Customer Care was rated favorably by customers via the transactional survey. 88% of customers were satisfied with the service they received from LendingTree's Customer Care, with improvements noted in the overall satisfaction and speed of response questions. Customer Care is continuing to strive for quality leads and excellence in Customer Service so that you can close each loan that comes your way.

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

1-800-DIAL-TREE

(1-800-342-5873)

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

Or via e-mail

partnerhotline@lendingtree.com

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LendingTree in the News

Check out these great articles on LendingTree!

- [LendingTree Press Releases](#)
- [LendingTree Articles](#)

Loan Officer Kudos -Where LendingTree Customers Get a Chance to Say Thank You!

"My name is Dawn S. and I called you about a month ago. This is to inform you that we did close on a 30 year conventional loan at 5.875% through **1st Residential Mortgage**. My husband and I are extremely pleased with the service we received from this company and **Scott Kimberling**, the person assigned to our loan. Everything that he quoted us in the beginning is what we received at closing and more. We were referred to LendingTree (all one word!) by a friend who had good luck with your services and we have already referred your services to someone. Thank you LendingTree, **1st Residential Mortgage**, and **Scott Kimberling**."

*Steven and Dawn S.
Refinance
Gardner, MA*

"I was very pleased with the service we received from **Chris Goggin** at **Evergreen**. He was the deciding factor on who we chose to refinance through, the rates offered on all the offers were very close, but his customer service made the difference in our decision.

Everything was great! The easiest process I have ever gone through for a mortgage!"

Lisa S.
Refinance

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.

"In a purchase market, one of the things that works best for me is to remind them that I am their consultant, not just a loan officer. I never allow them to apologize for questions or "reviews" of detail. I also make sure to tell them the things a consultant or advisor would. For example, if they are trying to qualify for too much of a house, or, if they are going for a very short-term product that doesn't necessarily align with their goals. One important detail to remind purchase borrowers is not to make any large purchases while they are in the process of approving for a home. New furniture and nickknacks come along with the purchase of a new home. However, the home is the most important thing. Those things can wait until after they close."

Melissa Williams
efastfunding