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Certified Loan Officer Program Updates

New Customer Service Guidelines for the Gold Leaf Award

The Gold Leaf Award is the cornerstone of a loan officer certification program designed to recognize outstanding loan officers. The award is presented each January and July to an elite group of loan officers who have provided exemplary service to LendingTree customers.

Starting with the July 2004 certification, new customer service guidelines will be in place as part of the qualifying process. The new guidelines are as follows:

Customer feedback on loan officer performance is collected in closer and non-closer surveys. A loan officer must have an average customer service score of 3.0 during the qualifying period in order to be certified.

In addition, a loan officer must have less than three (3) escalated consumer issues that can be directly related to the loan officer.

Certification status is reviewed on an annual basis (based on the date of certification). However, if a loan officer has more than three (3) escalated consumer issues that can be directly related to the loan officer within the qualifying period, the certification status will be revoked.

Realty Services Certification Guidelines

By becoming LendingTree Realty Services Certified you can differentiate yourself from other loan officers on the LendingTree Network. Not only is this designation impressive to your customers, but it will also impress the LendingTree Network REALTORS® that you choose on behalf of your customer. How do you become Realty Services Certified? Certifications are made each January and July based on a review of the following criteria made during the first and second half of the year.



REALTY SERVICES CRITERIA:

- Make 20 "Find a REALTOR®" referrals during the period
- Have a close rate of >5% on the real estate referrals at the end of the period
- Have a decline rate of 75% or less on the real estate referrals during the period

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LendingTree in the Windy City - Regional Loan Officer Training



Based on overwhelming demand to provide professional development for our loan officers, we have created a unique LendingTree training event just for you. This is your opportunity to learn how LendingTree is providing tools for success for our Network loan officers.

Date: July 15th, 2004

Location: Hyatt Regency Riverwalk, Chicago, IL

Time: 9:00am-5:00pm (Registration begins at 8:00 am)

Register today - www.lendingtree.com/regionaltraining

Presented by LendingTree experts, the day's agenda includes:

- What LendingTree is doing to support loan officers through our Loan Officer Initiatives through Loan Officer Certification, Lender Scorecard, Incentive Contests, Education and more!
- How can the LendingTree "Find a REALTOR®" Program can help you improve your purchase mortgage close rate.? Hear real-life examples from local Real Estate Agents and Loan Officers who currently utilize the program Hear loan officer success stories and panel discussions.
- Learn how LendingTree LenderWeb APEX can help you take your business to the next level by using the integrated contact management system. This brand new tool will enable you to provide the excellent customer service that sets LendingTree Loan Officers apart from off-line competition
- Sales Excellence Training with Alysia Nealon, Director of Sales Training Programs at LendingTree.

Attendance at this event will satisfy the training requirement for Loan Officer Certification in 2005. Register today at www.lendingtree.com/regionaltraining.

If you have any questions please contact loprograms@lendingtree.com, or your Account Manager.

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Alysia Talks . . . About Dialing for Dollars - Part II



Last month, we went over the first 3 steps of **Dialing for Dollars**. To recap they are,

- Tone of voice
- Common courtesy
- Smile as you talk

Below are the final three tips to use when Dialing for Dollars:

Pause - We often feel like silence is a bad sign when it actually demonstrates confidence. Think about it. *Do people who never stop talking seem confident to you?* In

addition, customers can provide important information during these pauses.

Avoid talking over your customer - Remember, you have two ears and one mouth. Listen twice as much as you talk. Demonstrate that you're listening by repeating back what you heard to verify that you are both on the same page. This makes them feel heard and important.

Shake it off! - Do not bring the negativity or anger from other deals into the current deal. Do not transfer that negativity to the new customer. It can only hurt your chance to succeed with the current customer and your focus must always be on the current deal.

Keep in mind, first impressions on the telephone are everything. If you sound uninterested, unhappy, angry or clueless, you don't get the chance to try again. Every time you pick up the phone it is an opportunity to make money and these tips are to help you make the most of every call.

Think about the many times you have been on a "winning streak" and sold even more loans as a result. It is because your tone of voice was confident and enthusiastic - this is why people responded. Your success and happiness came through the phone and people responded.

Apply all six steps to Dialing for Dollars and you will close more loans. Begin with the step that you know you need to work on the most, and then once you accomplish that step, go on to the next. It is impossible and much too stressful to think about every step right off the bat, so take your time. **Practice! Practice! Practice! Take a deep breath, smile, listen, and be your most confident self - your customers are waiting!**

Peace and Prosperity,

Alysia

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

We recently re-designed the Contact Us page on LendingTree.com. The purpose of the re-design was to encourage customer and partner contact with LendingTree through a more user-friendly layout. This was a joint venture between Customer Care and the Corporate Communications department. The major changes to the page are as follows:



- **Customer Care Points-of-Contact** are now in the primary position on the page. The 1-800-555-TREE phone number and live chat were added as main points of contact (previously, only a link to email Customer Care was on this page). Customer Care's current hours of operation were also added.
- **Transaction links** were re-organized and updated on the page. These links have been relocated to the center of the page under the Customer Care Points-of-Contact. These links include Check Status, Save Your Place, Find Your Next Loan, Forgot Your Password, Find A REALTOR®, and FAQs. A link to the home listings search has also been added to this page.
- **Partnership** links were revised and relocated on the page. The main additions to these links are the link for REALTORS® to join our Realty Services network and the link for companies interested in marketing and advertising opportunities with

LendingTree.

Please visit www.lendingtree.com and click on the Contact Us link at the top of the page to see the re-designed page.

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

"Just wanted to let you know that we were extremely satisfied with the LendingTree process. We received numerous offers and chose the one best for us. **Advent Mortgage** was a joy to deal with - our agent **Roseanne Kuerzi** was helpful beyond description. She took very good care of us. We are impressed and would recommend LendingTree and Advent Mortgage to our friends without hesitation."

*Rosemary D.
Refinance
Melbourne, FL*

"Good Morning! Ms. Green I received this email and I have completed the purchase of my house. I actually moved this past weekend. **Linda Lee** and **Mandy Martin** with **Concorde Acceptance** was great! I couldn't have asked to work with anyone else. y'reTheir both the best and I've recommended your services and their names to other people who are interested in buying a home. As far as the gift certificate I was interested in the American Express branded gift card. Thanks again for your company's assistance, and all the contacts that were provided to me to make my dream come true."

*Lisa R.
Purchase Mortgage
Missouri City, TX*