










What's Inside for May 2004

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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 the LendingTree "Find a REALTOR®" Program can help you improve your purchase mortgage close rate? Hear loan officer success stories and panel discussions.
- 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



Think about the last time you spoke to someone over the phone to purchase something. What was that experience like? Can you remember their tone of voice? What appealed to you? What turned you off?

Recently, I contacted a company to find out about their products and was so turned off by the way the person greeted me on the phone that I said thanks and hung up. I did want to talk to this company, so I called back and was greeted by an enthusiastic professional that I thoroughly enjoyed talking to. I purchased their products because this person was friendly, informed, helpful, asked about my needs, and sounded like she cared about me. I hung up feeling good.

Remember, people buy based on emotions. Yes, the mortgage business is about numbers and savings but most people buy when **they** feel good; specifically, when **you make them feel good**. That is, when you make them feel valued and important.

First impressions on the telephone are everything. If you sound uninterested, unhappy, angry or clueless, you don't get the chance to try again. I have found there are **six essential tips** to making the most of your calls. 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. **Below are the first three tips to use when Dialing for Dollars:**

Tone of voice - Because you do not have face-to-face eye contact, you communicate who you are through your tone of voice and inflection. Enthusiasm is contagious so get excited and your customers will too. Leave messages on your own voice mail to see how you sound. Practice! Practice! Practice!

Common courtesy - Be polite, be gracious, use your best manners. Say please and thank you. It seems so simple and so basic, but you would be amazed at how many deals you can lose just from a lack of courtesy.

Smile as you talk - People want to talk to happy people. Put a mirror on your desk if necessary to remind you to smile. If you sound depressed, you will sound uninterested, and people won't want to talk to you.

Remember, make your customers **feel important and listened to and they will want to buy from you**. The great news is that your next call is another opportunity to be even better than you were the last time. Be your best self and you will create the best possible results. **Tune in next month for more Dialing for Dollars tips!**

Peace and Prosperity,

Alysia

LendingTree Expands the Sales Excellence Program

Lendingtree is excited to offer a new and expanded Sales Training Program for our loan officers. **The Loan Officer Sales Excellence Workshop** will be held in major cities across the country to give more of our Network loan officers an opportunity to participate in Sales Excellence Training.


Sales Training Program

My Success is Up to Me

Alysia Nealon, Director of Sales Training Programs leads a comprehensive, all-day training session that includes interactive dialogue, role-playing and real-life examples. Whether you sell prime, sub-prime, refinance, home equity or purchase loans or any combination, you will leave this training with the tools for success to take your business to the next level.

We are pleased to announce that our first Workshop will be held in LendingTree's **hometown of Charlotte, NC on June 22, 2004**. If you are interested in attending this workshop please have your manager contact their LendingTree Account Manager for cost and event specifics.

Look for future cities and dates to be announced in upcoming editions of The Loan Officer Update.

If you have any questions about Sales Training Programs, please email us at loprograms@lendingtree.com.

Customer Care Corner - Straight from the Customer's Mouth!



This month, Customer Care wanted to give you a sample of some customer comments. Keep up the great work!

"Five of my friends had bought houses over the last 24 months prior to my buying experience. The stories they told me had me prepared for the worst, but LendingTree far exceeded my expectations. The customer service they provided me was top notch and even the REALTOR[®] they recommended far exceeded my expectations. LendingTree made it easier for me to buy my home than it had been to purchase my last car."

Walter G.
Purchase QF
Roanoke, VA

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"I want to thank you for being such a great company. I was totally not expecting so much interest from banks as we received. I was quite overwhelmed, and thought you should put up a warning on your site for customers to really consider before submitting their applications...it should read...WARNING: By submitting your application for services from Lending Tree, you will be bombarded with companies eager to do business with you. If you are NOT expecting an IMMEDIATE RESPONSE WITHIN 1 DAY, YOU NEED NOT APPLY. That would state what it's really like with your service! I just thought you should know that what your commercials say in the ads with the bankers all lined up outside of the homes waiting to do business with people is exactly what we got. We are impressed. Thank you LendingTree for everything... You really are awesome."

Teresa B.
Refinance
Zap, ND

"I just wanted to drop you a line and let you know how pleased I am with Lending Tree and Sun Trust bank... All the banks that were interested in me were courteous and helpful. Sun Trust won out with a great rate and very helpful representatives. I will remember LendingTree in the future and recommend it to my friends. And of course Sun Trust will now get first bid at any loans I might need. Thank you for a great service."

Jodi A.
Home Equity
Rockbridge, OH

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

Realty Services Corner - Are you working with a Million Dollar Club member?

LendingTree Realty Services salutes our Million Dollar Club winners in the April issue of Lore Magazine, the new national magazine for top-tier real estate professionals. The winners featured in the magazine have earned over \$1 million dollars in gross commissions from LendingTree referrals since 2000. They are:



Carlson GMAC, MA

Century 21 Beachside, CA

Century 21 Heritage Real Estate, CA

Century 21 Metro Alliance, CA

Century 21 Select and Jeffries/Lydon, CA

Century 21 Town and Country, MI

Coldwell Banker Associates Realty, CA

Dilbeck Realtors, CA

Oregon Realty, OR

Prudential Atlanta, GA

Prudential Carruthers Realtors, VA

Prudential Michael Smith, WA

The Keyes Company Realtors, FL

Baird & Warner of Chicago, IL and Prudential Gary Greene Realtors of Houston, TX recently reached \$1 million in gross commissions but were not featured in the magazine.

We also would like to recognize **Prudential Carruthers Realtors of VA** as the first company on our network to break the \$3 Million Dollar mark!

Congratulations once again to the LendingTree Realty Services Million Dollar Club inductees.

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January 2004 Certified Loan Officer Update



In the April Loan Officer Update there were some omissions in the January 2004 Certified Loan Officer List. Please [click here](#) to view the list of the omitted Certified Loan Officers.

It Worked for Me!

We know you have great sales tips - don't keep them a secret!! We have not received any new tips and are looking for a few good loan officers to share their great ideas for being successful through the LendingTree Network.

If your tip is selected for publication in the Loan Officer Monthly Update, you will receive a certificate of recognition and a LendingTree gift.

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