



PATHWAY TO PURCHASE BUSINESS

XINNIX
THE MORTGAGE ACADEMY®

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Part 1: Pathway to Purchase Business

How do you prepare your team to make the transition back to a purchase market?

Loan officers have been primarily consumed by their refi pipeline, often at the expense of their essential prospecting activities. As the purchase market continues to grow, the competition for establishing relationships with the right referral sources will be the key to future success. In this webinar, we will discuss the tactics and strategies needed to increase purchase business.

The 7 Step Process for Building Purchase Business

1. Determine your _____ in your _____.

2. Assign _____ to each _____.

3. Have your _____ provide targets for each _____.

4. Establish _____ minimums.

Purchase Business, Recruiting and Millennials

5. Schedule Monday _____ meetings.

6. Equip your _____ to make _____.

7. Hold your team _____.

Additional Notes:



PROGRAMS AND SERVICES

For Leaders

RECRUITING WORKSHOP – Empowering Managers with the Skills to Successfully Recruit

BUSINESS DEVELOPMENT WORKSHOP – Building Leadership Skills to Effectively Lead a Sales Force

RAPID COACHING – Equips Managers with High Impact Videos for Valuable Content in Sales Meetings

MANAGING FOR PERFORMANCE – Preparing Managers to Guide Their New LOs to Long-Term Success

For Loan Officers

ELITE – Elevate the Already Outstanding Results of Top Loan Officers

EDGE – Sales Strategies & Tactical Solutions for Growing Purchase Production in any Market

IGNITE – High Intensity Training & Accountability to Create a Sustainable and Continuous Pipeline

FUEL – On-Going Empowerment and Accountability to Enhance Results

LINKEDIN FOR SALES PROFESSIONALS – Create a Powerful Social Media Presence Spurring Long-Term Growth

THE COMPLETE LOAN APPLICATION – A Focus on Application Quality, Customer Service & Raving Fans

LEAD CONVERSION – Enhancing Sales, Listening & Closing Skills for Maximum Conversion

ENERGY – A 1 Year Series of Live, Monthly Sales & Business Classes for LOs & Key Referral Partners

For New Loan Officers

ORIGINATOR – Comprehensive New Loan Officer Training Program

The standard in New Loan Officer training, this program features revolutionary, award-winning technology that enables new mortgage professionals to launch and accelerate their careers. The ORIGINATOR program offers dynamic online coursework with real-time guidance from XINNIX's highly skilled team of Performance Specialists. Additionally, online system access equips hiring managers and executives with real-time visibility of participant progress, enhancing the learning formula through accountability and collaboration.

Contact a XINNIX Representative to get started today.

678-325-3500

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