

Production.



Recruitment.



Success.

BNTouch for Large Offices and Net Branches

BNTouch is a lucrative value add for net branches and offices that want to attract and retain top producers. BNTouch is a marketing powerhouse and backbone that will increase your brand awareness among borrowers, increase your overall production, and attract top producing talent.

Increasing Brand Awareness

Creating and promoting your brand is essential to creating a lucrative office or net branch and yet it's a concept that's totally ignored by most mortgage professionals. BNTouch can help promote your brand by centralizing and automating your marketing efforts at the level of the company, the branch, and the individual loan officer.

-  *How many marketing pieces does your average producer send each month?*
-  *Are your Loan Officers ambassadors for your brand? Do they promote themselves or the company?*

Many times owners will respond that they don't care as long as they are producing business, but this approach leaves money on the table and removes any oversight the company might have for QA purposes.



With BNTouch's ability to centralize all of your marketing efforts, you can create processes that each and every loan officer will have to follow. For example, you can guarantee that all leads receive a certain set of marketing materials that funded clients are followed up with across the board, etc. And that is the beginning of promoting your brand- the idea that any consumer who walks into any office is going to have the same high quality experience.

By participating in the success of your loan officers, your company will have a direct impact on the number of pieces that go out, your marketing staff can control the flow of all marketing materials, and your loan officers will ultimately save money and increase their production levels, becoming more loyal to the company. The fact of the matter is that most individual loan officers won't take the time to invest in their marketing, and if you give them the tool for free you won't have the buy in, it's making a system like BNTouch the cornerstone of your business operations that will ultimately provide the results that everyone will be happy with.

Direct Recruitment

Many offices use BNTouch directly to compete top producing loan officers. If you are having trouble finding quality loan officers, simply create a direct recruitment campaign in BNTouch and market to LOs from the system. The same long term marketing and informational campaigns that work for borrowers will also work to create a positive impression among the mortgage professionals in your community.

Let's face it, a quality professional isn't going to leave their current broker after a short sales pitch; there's simply too much risk. But by using BNTouch to communicate and educate these professionals over time, your business will be first one they think of when they are ready to make a change. Harness the persistence of our marketing engine to produce trust and stand out as the best of breed in your market.

Retention

Have you ever checked the local mortgage want ads? Ever notice that the same shops in your area run the same ads week after week looking for LOs? Is that the kind of environment you want to create?

- There are a lot of factors when it comes to retaining loan officers and creating loyalty within your organization, but one of the most important factors centers around value. What are you providing that entices people to stay?

Suppose that you had BNTouch. Your value proposition to your LOs would change pretty drastically. Instead of talking solely about splits or quotas, you could center that conversation on value. What if you were to tell a prospective LO that you could provide them with an automated marketing engine that will automatically keep them in front of their entire sphere of influence- literally everyone they knew would get a regular informational and trust building piece from them? What if you told them that it's already setup and ready to go, they just have to import some data?

BNTouch creates more value each month it's used and it's the kind of value that keeps LOs producing, happy, and loyal.

For More Information, Visit Us Online at
www.bntouchmortgage.com

The logo for BNTouch features the letters 'bn' in a bold, lowercase, orange font, followed by 'touch' in a bold, lowercase, black font.