

## 21 Ways to Use Mortgage Brochures

Savvy loan officers are always on the lookout for new ways to build their business. Top producing originators have demonstrated time and again that presenting yourself as the "expert" in your field, and educating your clients and the community, is a great way to garner more referrals.

Providing and distributing brochures is an easy (not to mention economical) way to get your name on some educational content. Here are 21 simple ways to use them:

1. Place brochures in the offices of ALL your professional referral sources (CPA's, Realtors, insurance agents, etc.)
2. Segment your database and determine which brochure is applicable to each of your clients. Mail them a brochure relating to their current and possible future situations.
3. Offer brochures as a free gift through email or postcards to get people to 'raise their hand' and show interest. *For example: Send a **postcard** to a list of current renters offering a free brochure about "Understanding Mortgages."* <http://intouchtoday.com/mortgage/brochures-mortgage.htm>
4. Use them as free hand-outs during an **Educational Presentation** about that respective topic.
5. Include them in a welcome package for new clients.
6. Order a brochure stand and place them in your office and in the lobby too! *Brochure Stand:* <http://intouchtoday.com/mortgage/brochure-stands.php>.
7. Include them in a thank you package for returning clients.
8. Place them in local businesses (dry cleaners, restaurants, hair salons, etc.).
9. Email all your clients announcing that you have a brand new educational brochure that they may be interested in and ask them to respond if they would like you to send them one – or more for their friends that may be interested too.
10. Ask local schools to place them in the break room for teachers to take.
11. Bring them to networking events, tradeshow, bridal shows, and seminars on related topics and offer them as a free hand out at your table.
12. Purchase a mailing list and prospect new clients by offering an educational brochure. *For example: Purchase a list of people currently renting and send them a brochure about why they should buy a home along with one to help them understand mortgage terms.*
13. Immediately after speaking with a new client, send them a greeting card thanking them for their time, and include a brochure about the topic that is most applicable to their situation.
14. Display them at referral partner's events – like open houses, or special events for *their* customers.
15. Go to a local bookstore and find books that relate to the topic(s) of your brochure – simply insert your brochure into the book!
16. Use a mini 'home financing application' brochure as the first step in the process for new applicants.
17. Ask your referral partners to include *your* brochures in *their* welcome packets to new clients.
18. Send a greeting card (just to say hello) to all your clients and enclose a brochure and ask them to pass it along to someone who could use it.
19. Ask local fire stations, police stations and medical facilities to place them in break rooms for their employees to take.
20. Order a supply of brochures with you AND your professional partner's information on it to begin branding yourselves as the team to count on.
21. Sometimes it is hard to break the news that a client must clean and fix their house to get it sold. If you are working with a Realtor in this situation, have them give your new clients a "Creating Curb Appeal" brochure as the first step in encouraging them to get their home in tip-top shape for a quicker sale. <http://intouchtoday.com/mortgage/brochures-selling-a-home.htm>



*In Touch Today is a marketing company based in Denver Colorado that assists professionals in increasing their repeat and referral business as well as building professional referral sources and prospecting new clients. [www.intouchtoday.com](http://www.intouchtoday.com)*