

Creating Effective Working Relationships with Attorneys

Attorneys can represent a good addition to your income pillars. When their clients are purchasing or refinancing a home it isn't dependent on rates as much as it's dependent on circumstance. When attorneys make suggestions to their clients, the clients are more inclined to take what the attorney says at face value. That means most of the time your prospects won't shop you since you were recommended to them by their attorney. The purpose of this handout is to help you identify potential attorneys to work with and to provide resources you can use when marketing to attorneys.

1003 Fifth Page

One way to build your attorney niche is to use the fifth page of the 1003 to obtain names of potential professional referral sources. The fifth page also allows you to refer your clients to professional referral sources that you have a relationship with.

Wait a minute you might be saying; there are only four pages to the 1003. You're right! The fifth page is a customized page you use to enhance your relationship with your clients and build relationships with professional referral sources. Below is a fifth page you can use to obtain names of attorneys and other professional referral sources.

1. On a scale of 1-10 with 10 being the best, please rate your CPA.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

2. On a scale of 1-10 with 10 being the best, please rate your estate planning attorney.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

3. On a scale of 1-10 with 10 being the best, please rate your tax accountant.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

4. On a scale of 1-10 with 10 being the best, please rate your existing investment advisor situation.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

5. On a scale of 1-10 with 10 being the best, please rate your insurance agent.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

6. On a scale of 1-10 with 10 being the best, please rate your real estate agent.

1 2 3 4 5 6 7 8 9 10

Why did they assign this rating (if it's less than a 10)?

Name

Contact Information

Fifth Page Scripts

When you ask each question you want to have a scripted response for either a very positive response or a not so positive response. These scripts were referred to during the webinar and are included here for your use.

When the Client Responds with a Nine or Ten

“Wow, that’s great! I’m glad to hear that you’re happy with (fill in the professional referral source type). I’m always looking to align myself with others who’re very good at what they do and who may be able to assist some of my other clients. Would you mind if I use your name and contact (insert name) to see if I can set up time to get together with him or her over a cup of coffee? I might have some business I can refer.”

When the Client Responds with an Eight or Less

“Why didn’t you rate this person a 10? (Wait for a response.) I am disappointed that your current (fill in the professional referral source type) isn’t providing the level of service you want or need. What I would like to do is refer you to someone who can provide great service and meet your needs. Would you be amenable to receiving a call from (insert name) to set up a meeting to discuss (insert service type)?”

If you are referring your client to a professional referral source, be sure to provide the business card, an informational brochure or other material about the professional referral source. Include it with your client’s loan application information packet.

Attorney Lists

To obtain a list of potential attorneys to work with, contact the county or state bar association. If you’re interested in working with divorce attorneys, request a list of those who practice family law, alimony or settlement law. Some associations will sell you the information and others won’t. If you can’t obtain the information from the county or state bar association, use the following web sites to obtain address information.

- www.lawyers.com
- www.abanet.org/premartindale.html

Possible Articles

When sending personalized letters or direct mail (greeting cards) you should always include something of value. Include an article or fact sheet, but not a rate sheet!

When a Marriage Ends, Tax Planning Doesn't	Benny L. Kass, WashingtonPost.com
Divorce Proofing Your Company	Jill Andresky Fraser, Inc. Magazine
Financial Scams Expected to Boom as Boomers Age	Kathy Chu, USA Today
Banks Can Help Fight Fraud Against Seniors	Mary Beth Franklin, Maturity News Service
Retiring in the Red: The Growth of Debt Among Older Americans	Heather C. McGhee and Tamara Draut, Demos
Asset Protection: Consider the Implications	Daniel S. Rubin and Karen Goldberg, Trustsandestates.com

Want More Information?

For more information about our services, contact us at 303-426-1027 or 800- 433-3755.

For questions, please email us at questions@intouchtoday.com.

To request a catalog and samples, please email us at samples@intouchtoday.com.

To subscribe to our free ezine, Top Producer Strategies, sign up at www.intouchtoday.com/mortgage/.