



HOA.COM

Mortgage Expert 30-Day QuickStart

Congratulations on being selected as an HOA.com Mortgage Expert! This powerful program has been designed to boost your credibility and visibility establishing you as a local leader and sought-after Mortgage Expert in the Community of your choosing.



Your Mortgage Expert Membership Includes:



Promotion as the exclusive Mortgage Expert in your licensed HOA.com communities



Win By Noon With Raving Referrals group coaching zoom sessions on the 1st and 3rd Wednesday of each month



Access to the Raving Referrals video training course



Community Impact Campaigns and Events you can easily share through email and social media



Marketing Snapshot Report evaluating your online presence and identifying opportunities for improvement



Business Alliance Blueprint & Monthly Agendas We teach you our proven process for launching your own HOA.com Business Alliance group



Below you will find the onboarding and activation checklist which will be used to set you up for success in the HOA.com referral network.

- 1** Claim your licensed HOA.com communities
- 2** Review your Mortgage Expert profile and community pages
- 3** Call your top referral partners inviting them to join you and co-market to homeowners in your licensed communities
- 4** Nominate your top referral partners so we can edify you and invite them to join you as a trusted partner our referral network
- 5** Give your top referral partners a Raving Referrals book so they appreciate the power of the program you are introducing them to
- 6** Launch your Business Alliance using our Activation Blueprint and monthly Alliance Agendas to strengthen your relationships and solidify your referral partnerships
- 7** Encourage your referral partners to invite their trusted home service pros to join your Business Alliance and commit to doing more business together
- 8** Schedule regular Business Development Strategy Calls with each of your Referral Partners so you maintain momentum and exchange new referrals consistently
- 9** Join our Win By Noon group coaching sessions to expand your skills and learn new tips, scripts and best practices
- 10** Share our turn-key Community Impact Campaigns with your clients, community and social sphere to elevate your expert status and stay top of mind

Mortgage Expert Script To Realtors



YOUR OBJECTIVE IS TO GET A MEETING

Hi __Name__, this is _Pro Name_. I was hoping you could possibly help me out.

I'm not quite sure you're the person I should be talking to, but I called to see if you would be open to possibly being featured as the Community Connector for homeowners in one of the neighborhoods that I am the Exclusive Mortgage Expert for on HOA.com?

[If they ask for info]

HOA.com is kinda like Zillow meets Nextdoor meets Angie's List...only better.

HOA.com connects homeowners to professionals they can trust and is creating online communities for every neighborhood in America.

As I mentioned, I've been chosen as an HOA.com Mortgage Expert for {CITY} and I'm working on selecting my communities right now. I would love to coordinate with you and potentially pick a top community we can farm together. How does that sound to you?

I'd love to schedule a time to meet with you and create a marketing plan so we can win more business together. Are you available {day} at {time} or {day} at {time}?

[Offer two specific days and times so they can choose between the two options.
Then agree to the location that is best for them.]

Perfect. I look forward to meeting with you then. Before I let you go, are there any buyers you are working with right now that you would like me to work with and get them pre approved? Also, if you are working with any buyers that you aren't sure are going to choose, I'd be happy to talk with them and do my best to encourage them to work with you.



WHEN MEETING WITH A REFERRAL PARTNER

Thanks so much for meeting with me. I'm really excited about the possibility of working together. I'm confident I can help you win more clients and as your strategic partner, when we work together, I'm going to help you get clients, increase your credibility, and build your influence in the marketplace so we both make more money. Sound good?

As I mentioned on the phone, I've been selected as the exclusive Mortgage Expert for HOA.com for several local neighborhoods and I'm working on selecting my communities right now. I would love to coordinate with you and choose a top community we can work on together.

[ASK QUESTIONS AND LEARN ABOUT THEM AND THEIR BUSINESS]

- Do you have any neighborhoods you are currently farming?
- Do you work with more buyers or sellers?
- Do you specialize in any specific types of properties or buyers/sellers?

I'm really excited about this because I believe it will help you win more clients and help us both attract more referrals. Every month the HOA.com team creates done-for-you community impact campaigns and social posts we can share to stay top of mind with homeowners in these communities.

They even have an automated monthly HomeSafe Report email which gets sent to every homeowner in your database to tell them what their home is currently worth, and best of all, it features a list of all the top trusted pros who serve that neighborhood. It's like Homebot on steroids. The HomeSafe Report promotes you as well as all of your referral partners so we will all be cross-promoting each other to the homeowners in our respective databases. It's a totally automated co-marketing campaign that helps homeowners find pros they can trust which helps everyone win more business, together.

Isn't that cool?

One of the other things I'm doing is building a business alliance of trusted professionals I'll be promoting to all of my clients within specific communities including a home inspector, financial advisor, insurance agent, and other home service pros like painters and plumbers. Would you like to be part of my business alliance?

Do you have any people you know, like and trust that you think might be interested in joining our alliance?

Perfect. I look forward to working with you and winning more business together. Before I let you go, are there any buyers you are working with right now that you would like me to work with and get them pre-approved? Also, if you are working with any buyers that you aren't sure are going to choose, I'd be happy to talk with them and do my best to encourage them to work with you.



ASKING FOR INTRODUCTIONS

[The best way to meet new professionals is to get an introduction from someone they know, like and trust. Follow this script to reach out and get introductions to top-trusted, high-quality professionals.]

"I've just been chosen as a Mortgage Expert for HOA.com and am looking for a great {Realtor} to partner with and recommend for local homeowners.

On a scale from 1-10 with 10 being the best, do you know any {Realtors} you would rate as a 9 or a 10 that you would feel comfortable introducing me to? Anyone come to mind?

Great. If I text you a quick intro, would you be willing to reach out to them and let them know I'll be calling them?

Anyone else?

Thanks so much. I greatly appreciate it.

Before I let you go, is there anything I can help you with right now?

TEXT THEM IMMEDIATELY AFTER YOUR CONVERSATION

Great talking to you today. Here's a quick message you can text to

Hello {their_first_name}. I was just talking with {your_name} and they are looking for a quality {Realtor} they can work with and refer clients to.

Are you taking on new clients? If so, would you like me to have {your_name} reach out and connect with you about doing more business together?

Referral Network Activation

The fastest and best way to attract more Raving Referrals is by activating your existing network turning them into referral partners for your business. By formalizing referral partnerships with the people who you already know, like and trust, you can instantly activate the existing relational equity you have with these people and start attracting referrals from professionals and business owners who are already serving homeowners daily. Take a few moments to view the list of top home services below and list the names and contact info for those you would like to build referral partnership with.



View The List Of Top Home Services Below

- ✓ Air Conditioning (HVAC)
- ✓ Carpet Cleaning
- ✓ Electricians
- ✓ Financial Planners
- ✓ Flooring
- ✓ Garage Doors
- ✓ Home Cleaning
- ✓ Home Inspectors
- ✓ Home Remodeling
- ✓ Insurance Agents
- ✓ Interior Designers
- ✓ Landscaping
- ✓ Mortgage
- ✓ Movers
- ✓ Painters
- ✓ Pest Control
- ✓ Plumbers
- ✓ Pools & Spas
- ✓ Realtors
- ✓ Restoration
- ✓ Roofers
- ✓ Siding & Gutters
- ✓ Solar
- ✓ Windows & Blinds

★★★★★ **Refer 5 & It's Free!** ★★★★★

Receive 20% in Referral Rewards when you refer others

For inquiries please contact your Pro Success Team at



(602) 838-4167



success@hoa.com

Go to [HOA.com/win](https://www.hoa.com/win) to join now.
It's free, fast and is a great way to earn mailbox money