

For Arch MI and Arch MI For Credit Unions

Seizing Market Share

Creating Separation Between
You and Your Competitors

a BUSINESS DEVELOPMENT course



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Objectives

Enhance Your Reputation:

- Market
- Media
- Message

Discover Untapped Markets.

Understand Content Marketing.

Know What Borrowers Value.

Create Competitive Advantages.

Selecting Realtor[®] Partners.

Warning!



Too Comfortable?

The New VIP

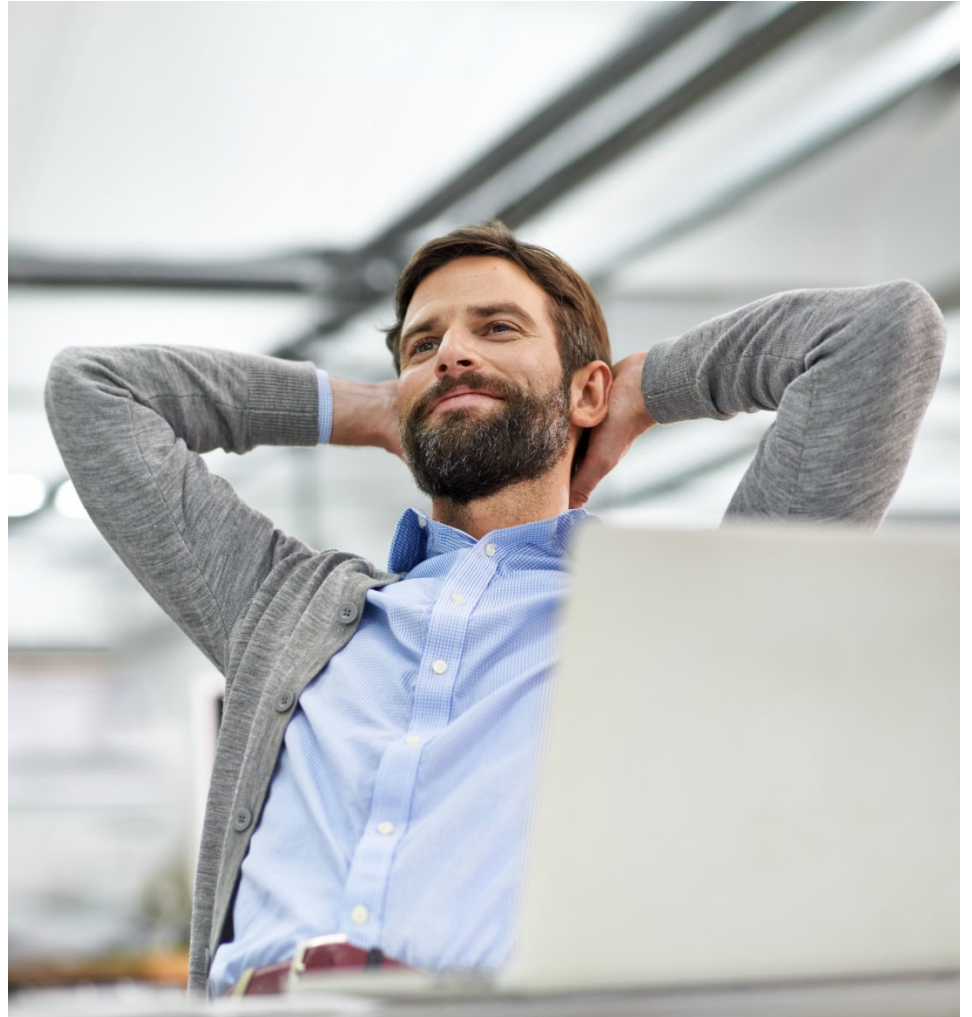


Very Individual Person

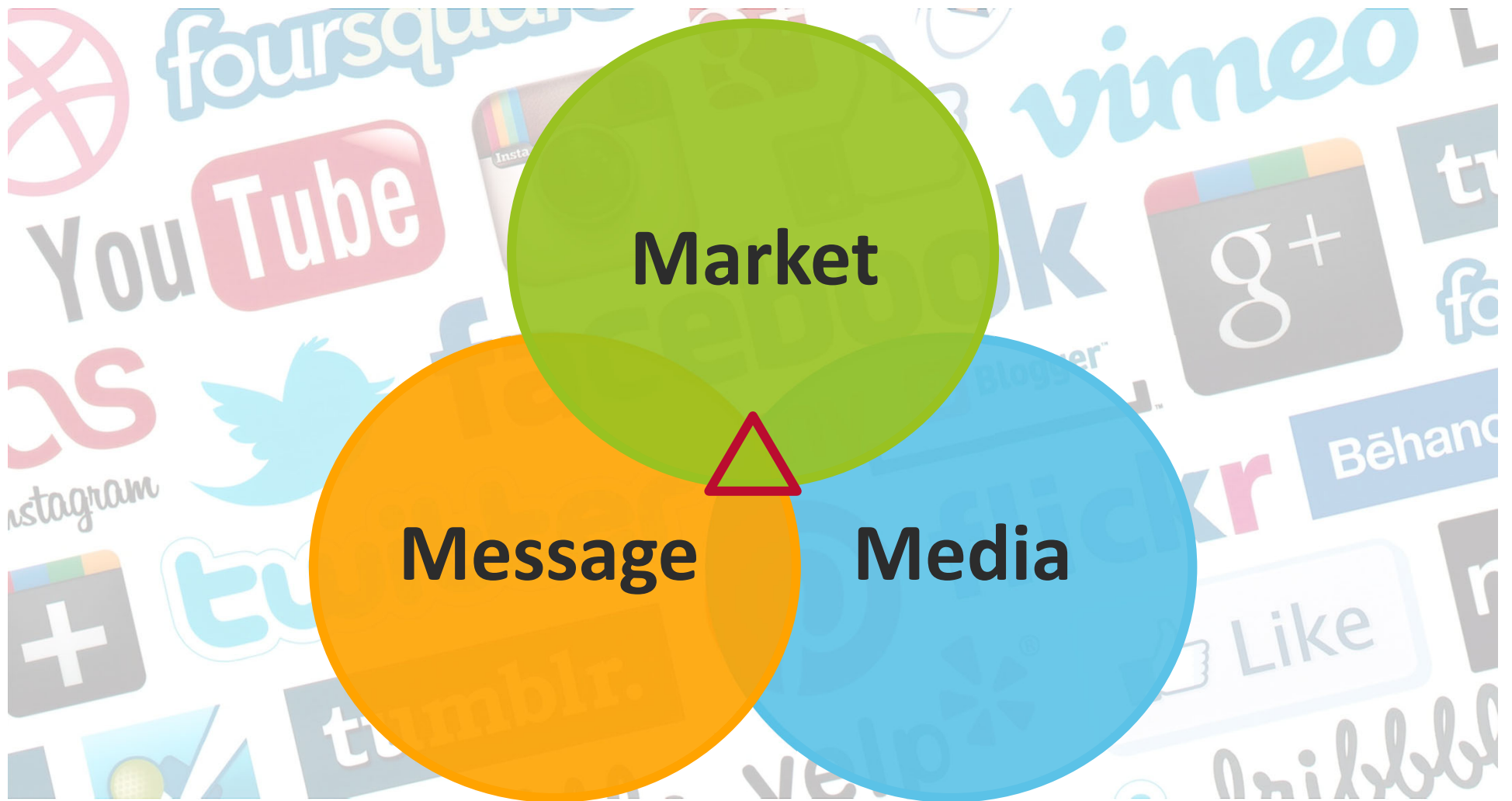
“Borrower-ology”

...“ology” = Study of

**Borrower-ology =
Study of Borrowers**



3 M's



Enhance Your Reputation – Market



Market Examples



Existing Borrower /
New Client

Household Formation

Purchase / Refinance

First-Time Buyer /
Experienced Buyer

Generations

Third Parties

Untapped Opportunities



Think Diversity

Enhance Your Reputation – Media



Be Where They Are



Know Your Audience



Enhance Your Reputation – Message



Content Marketing




Traditional Marketing
Talks at People

Content Marketing
Talks with People



Why Use Content Marketing?



70% of consumers prefer getting to know a company via articles rather than advertisements.*

*Content Marketing Institute

How to Rise Above the Noise

A great content brand is a brand that is famous for producing intelligent, useful and entertaining content that is always worth consuming.*

Be the **buyer**.
Be the **authority**.
Be **passionate**.



*Velocity Partners

Know What Borrowers Value in a Lender



What Motivates People More?

Avoiding Pain



Seeking Pleasure



How Do You Relieve the Pain of Getting a Mortgage?



Borrower's Expectations Were Not Met



40%*

*NAR Profile of Home Buyers and Sellers

Borrower's Expectations Were Exceeded



*NAR Profile of Home Buyers and Sellers

Borrower Satisfaction



Becoming Amazing = Anticipating Pain



Let's Talk About Feelings

“People will forget what you said,
people will forget what you did,
**but people will never forget
how you made them feel.”**

- Maya Angelou



What People Want From You

Buyers want
value and good feelings
associated with their
purchase.



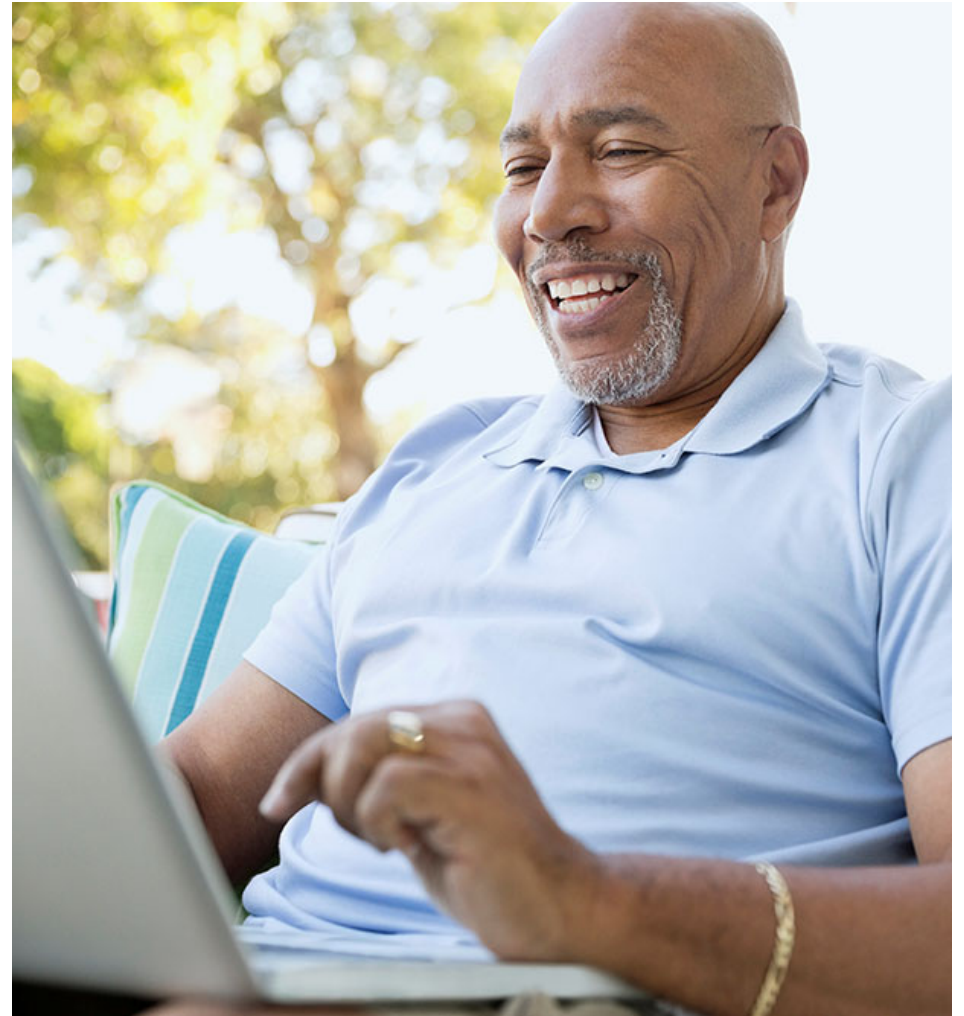
Become Remarkable

To become remarkable,
you must
enable people to remark
about you.



Opinions Matter

68% of respondents
trust consumer opinions
posted online.*



*Nielsen Global Trust in Advertising Survey

Where Exactly is the Pain?

Price

- High cost.

Service

- Takes too long.
- Too much documentation.
- Unable to track status.
- More than one point of contact.

Trust

- Intent.
- Capabilities.

Create Competitive Advantages



Where Exactly is the Pain?

How We Try to Compete

- Price.
- Reputation / Image.
- Service / Quality.
- Time / Speed.
- Values.
- Customer Experience.
- Products / Innovation.
- Employees.
- Trust / Loyalty.

How to Separate Yourself

- Unique and One-of-a-Kind.
- Sustainable and Ongoing.
- Specific and Measurable.



Competitive Advantage Example Reputation



What We Usually Say



We have a great reputation.

What We Should Say



70% of our new applications
come from client referrals.



Competitive Advantage Example Service



What We Usually Say



We provide excellent service.

What We Should Say



95% of our borrowers rate their loan experience between a 9 and a 10.



Competitive Advantage Example

Closing



What We Usually Say



We can close loans really quickly.

What We Should Say



80% of our applications close within 40 days.



Competitive Advantage Example Team



What We Usually Say



Our employees are the best in the business.



What We Should Say



Our employees average at least 10 years of experience.

- OR -

50% of our employees have received industry-specific certifications.

Selecting Realtor Partners



Selecting Third-Party Partners

1. Aim
2. Analyze
3. Approach
4. Appointment
5. Assess



Selecting Partners

1. Aim

Target
specific
partners.



Focus
on the
best fit
for you.

Selecting Partners

2. Analyze

Research
their
business.



Differentiate
yourself.

Selecting Partners

3. Approach

Show
confidence.



Provide
value.

Selecting Partners

4. Appointment

Ask questions and limit talking about yourself.



Discuss current providers.

Selecting Partners

5. Assess

Select the
best fit(s).



Partner for
success.

Top Six Traits of Top Producers*



1. Know the Guidelines.

- Be a student of changes and updates.

2. Define the Relationships.

- Treat your referral sources as if your entire business depends on them.

3. Provide Remarkable Service.

- Be available to answer questions (builds trust).

*www.mrc.xinnix.com

Top Six Traits of Top Producers*



4. Practice Consistent Disciplines.

- Define the routines and processes you'll follow every day and on every loan.

5. Maintain Excellent Communication.

- Provide frequent updates.
- Be prompt in responding to emails and phone calls.
- Show passion for the business.

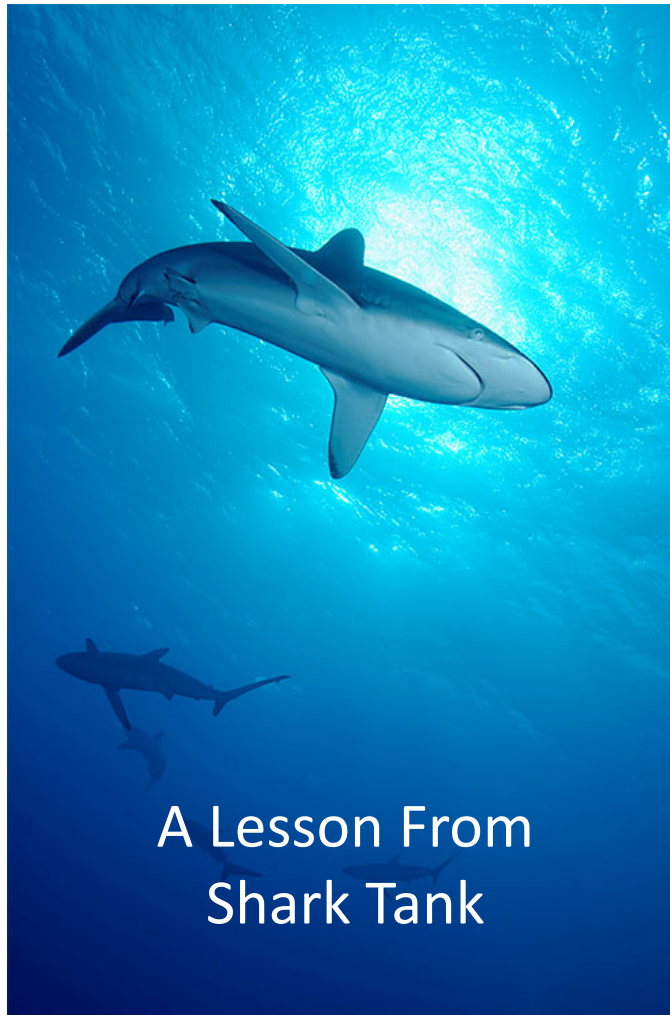
6. Establish a Contact Management plan.

- Top producers have at least 500 current or former clients and business sources in their database.
 - Provide market updates.
 - Recognize birthdays and anniversaries.

*www.mrc.xinnix.com

Know Your Value

What **problem**
are you
solving?



A Lesson From
Shark Tank

Why are **you**
the best
choice to
solve it?

Review Objectives

We have now concluded the session intended to help you to:

- Enhance your reputation by aligning your market, media and message.
- Discover untapped markets for additional business.
- Understand the importance of content marketing.
- Know what borrowers really value in a lender.
- Create unique competitive advantages.
- Examine a framework for selecting Realtor partners.



THANK YOU

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