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Mortgage Marketing On A Budget: 30 Free And Low Cost Marketing Ideas For Mortgage Loan Officers, Brokers, And Bankers



Synopsis

Mortgage Marketing on a Budget is for mortgage loan officers, mortgage brokers, and mortgage bankers who are looking for free and low cost lead generation ideas they can implement right away to boost loan production in their mortgage business. Each idea in the book has been tested and used successfully in the past by other loan officers and brokers. These simple but highly effective strategies can boost your marketing efforts and deliver results almost immediately. The list was generated through years of consulting with thousands of loan officers. There are more than enough mortgage marketing tips to keep any loan officer busy. You do not need to implement all of them. The best way to start is to add three or four of the ideas to your current mortgage marketing plan. Once these are implemented, add more until you have all the loans you need.

Book Information

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Customer Reviews

I got this book because I was going to return to being a mortgage banker. That didn't work out but I still use Ameen's ideas in my real estate investing business. Leads are leads and Ameen seems to have a handle on how to generate them.

A good reference item. Most things are known to some but all in one list is a good reference for any L.O. to reflect on.

This book was okay and had a lot of very useful content included. I think it is a good book for any loan officer's library.

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