



LOAN ORIGINATORS

WHY VIP?

Unlike traditional organizational hierarchy where authority and decision-making power are at the top of the pyramid, VIP's Lead Up approach places customers at the top and focuses on 'leading up' through the organization to empower employees to engage, problem solve, and lead.

We realize the most important element in customer service is whether the borrower would work with us again and recommend us to others. VIP, therefore, makes this our No. 1 focus in business, building relationships for life!

»» *Smooth Transition*

VIP wants to make sure that new loan originators don't miss a beat when they come on board. Therefore, you can expect a comprehensive, detailed, and effective on boarding process from day one. From computer and phone set-up to database transfer, our team of mortgage support professionals ensures that you have everything you need to get going!

»» *Advanced Technology*

With the importance of technology directly tied to the success of a business, VIP has invested and continues to invest in their technology platforms. The technology that is provided helps loan originators to grow their business, stay in front of past, present, and future clients, supports and fosters relationships, and makes the loan process smooth and painless for both borrowers and employees.

»» *Close On Time*

Closing on time isn't just something that VIP says, it's something that we do. With the correct processes and systems in place, loan originators are empowered to close more loans quickly and with less work. Our in-house Underwriters work closely with our loan originators to help avoid roadblocks, and to get your buyers to fund on time.

»» *Products & Programs*

VIP offers a wide-ranging library of products and programs to fit the needs of almost all borrowers. FHA, Conventional, VA, Construction and Down Payment Assistance are just some of the programs that provide you with the opportunity to match your clients with the best possible option for each of their unique financial situations.

»» *Marketing*

VIP wants to "win" with their loan originators and provide them with the tools they need to thrive. Marketing is an important component to the overall success of a loan officer. From our state-of-the-art SPEAR CRM, automated campaigns, video, landing pages, single property websites, open house flyers, joint social media campaigns to custom graphic design, there isn't one aspect of marketing VIP hasn't thought of.

»» *Training & Development*

If you're looking for a career and not just a job, VIP provides both the training and career development you need to build your business and be successful! Our robust training department offers weekly training sessions, on-call trainers, a Loan Officer Advisory Board and an optional enhanced one-on-one coaching program.