

# HOW TO MARKET HECM'S

#weareMCM

•**Word of Mouth**– Great customer service is where it all starts. If your customers are happy they will talk about your company/services. This never fails as the best form of marketing. Utilize platforms such as Google & Facebook to get those happy customers writing reviews.

•**Newspaper** – Yes, people still read the newspaper. Always keep in mind your demographic.

•**Radio Ads** - Local marketing can be taken advantage of by using your local radio stations. Keep in mind stations that seniors might be more interested in listening to. If Justin Bieber is playing its probably not the station you should choose for paid advertising.

•**TV** - Use local tv stations to give your clients a clear visual of what your company represents.

•**Mailers** - May not be the most environmental friendly form of marketing, but it is one of the most cost-effective ways of marketing to potential clients.

•**Financial Planners** -Reach out to people in the business to see if they have any potential clients you may be able to assist. Be careful on how you sell this. FHA does not allow the sale of a financial instrument.

•**Attorneys** - Seek out foreclosure or family attorneys for referrals/potential clients.

•**Telemarketing** - The most cost effective way to generate business is through old fashion cold calling. However, be sure to use a platform that can help you filter out clients on the DNC (Do Not Call) list. This method should always be compliant.

•**Outreach**- Get your feet on the ground and work on some outreach! Attending senior Activity Centers or Adult Care Centers can be a great way of targeting your audience in person.

•**Educate**- A free in-house seminar educating your community is a very strategic method. However, it is timely as well as costly, requiring logistics to target & invest to the right audience.

•**Closings** - Once you close a Reverse Mortgage Loan it doesn't mean that happy client is useless to you. Keep relationships with your clients to see if they know anyone who may benefit from a reverse. Making sure you ask at closing can also give you your next lead.



*Call Us Today!*  
**800-556-7755**