

# THE PERFECT LOAN PROCESS

**LO** = Loan Officer  
**TC** = Transaction Coordinator  
**LP** = Loan Processor  
**PA** = Production Assistant

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NO.	TASK OWNER				TASK
	LO	TC	LP	PA	
1					Inbound inquiry received by phone or email.
2	X	X	X	X	The team is sold by every team member at each step of the process. Team members support each other's efforts when speaking to borrowers. This should happen throughout the process. It's critical.
3	X			X	<p>Initial client phone call – Loan Officer (Or Production Assistant) takes the initial client phone call and enters their information into the CRM (Or enters contact and prequalification information into the LOS system directly as an alternative) They are constantly evaluating the clients ability to qualify, as a result of doing an income, asset and liability analysis.</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>*Deliver "Script" to counter rate and fees objection.</li> <li>*Set up under-promise and over deliver.</li> <li>*NEVER OPEN A BAD LOAN! Or one that isn't committed fully!</li> <li>*If the loan originator has a production assistant (The nurse in what is known as the doctor nurse model) who does the initial interview? Keep in mind that the loan should never be entered into the system until fully vetted, designed and committed.</li> <li>*Send thank you to the referrer with a handwritten note card.</li> </ul>
4	X				<p>As the borrower provides name/address/personal info, enter into CRM. (Needs to be streamlined if currently done offline).</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>*Do not take info on paper and then throw it to your staff to enter. This is double work and lazy. Enter the info into the system as you are speaking to them</li> <li>*If sending a link to an online portal for application completion do it at this time. Ideally CRM and LOS communicate with one another.</li> </ul>
5	X				<p>Loan Originator shares that they will be doing a "video pre-approval" to accompany the written pre-approval. LO asks the client if they can inquire about their family goals and hobbies.</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>*This strategy is to be used to create separation at point of sale.</li> <li>*LO will need to assess the appropriate timing of this conversation based upon the source of the client referral, the nature and depth of the call, and the timing of writing an offer. If the borrower is just starting to look and is an internet lead for example, it may be premature. If they are zeroing in on a property and they come via a strong referral then timing would be more appropriate</li> </ul>

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	LO	TC	LP	PA	
6				X	Add prospect to various drip tools such as Homebot and video educational drip campaigns
7	X				Immediately following the call, the LO records a thank you video for the perspective client and reemphasizes that they will be doing research on their behalf and getting numbers to them within 48 hours. <b>NOTE:</b> *This will serve to further personalize the relationship and create a deeper connection at point of sale. Less impactful but acceptable option would be for the LO to send out a high quality professionally produced promotional video on them and their business.
8				X	Assistant sends a personal brochure to the borrower to be delivered the next day. <b>NOTE:</b> A personal video can be sent here via text, however brochures are potentially more effective as they have greater impact due to their unique nature.
9	X	X			Collect all necessary and appropriate documentation to evaluate if it's a viable loan. (Electronic submission of docs via portal is ideal, i.e. using Dropbox, ENCOMPASS). <b>NOTE:</b> If LO does not have a TC or LOA they need to do this task.
10		X			Send standardized credit authorization email to borrower (optional). <b>NOTE:</b> IF ONLINE APPLICATION IS USED, YOU DON'T NEED THIS STEP.
11	X				Research loan programs. (This is an area where problems start to occur for the team if not done properly). <b>NOTE:</b> If the originator has a production assistant or TC they SHOULD offload the research to them.
12	X				Proactively notify the referring agent of the initial conversation, the likely qualifying ability and estimated time frame for a fully underwritten pre-approval . (To eliminate reactivity, be proactive). NOTE: Coach your agent on why they don't need an exact number and how it WON'T compromise your borrower's negotiations. Consider using editable pdf so Borrower can update certain fields.
13				X	Send out a "Proactive" letter of pre-qualification and thank you to referring realtor.
14	X				Develop a "Total Cost Analysis" Spreadsheet from the Mortgage Coach comparing and contrasting four different loan scenarios and send it out to the client 24 hours earlier than expected (Under-promise and Over-deliver). Offer to review with a CPA as a way of gaining an introduction. It takes security to set up the under-promise and over-deliver, but all great customer service is founded on this. Most do the opposite out of insecurity and set themselves up for failure. The entire team needs to understand this. <b>NOTE:</b> IT'S ABOUT SETTING PROPER EXPECTATIONS!
15	X				Loan originator should consider sending out "TCA" with an accompanying video that walks the client through their options. Ideally, the originator does this review with the client either in person or on Zoom so as to engage the borrower on any questions or concerns they may have. It's been proven that this approach enhances conversion ratio at point of sale versus not sending out written loan options or sending them out without full engagement of the borrower to clear up any confusion when reviewed.

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16	X				If a prospective client is not ready to move forward, move them into the "Leads Group" in the database and follow up weekly until they are ready, including delivering a value-added video drip campaign. <b>NOTE:</b> *Do not off load this to someone else on your team unless you do massive volume (30 or more loans a month). Lead follow up is the LO's job and it's a high payoff activity. Too many loan originators leave massive amounts of money on the table by not having a consistent and dialed-in system for lead follow up. This is one of the major areas of batting average depletion
17	X				The Borrower has decided to move forward on their loan. Loan Consultant "passes the baton" with proper scripting to the Transaction Coordinator and sets the appointment for the day and time of application and document review, including final analysis. STOP RUNNING THE RACE AND DON'T RE-ENTER BY USING THE "I DON'T KNOW" SCRIPT!
18	X				LO creates audio file (Conversation Log) or documents in writing in the conversation log the necessary info to send the TC. If doing an audio file, send via email to TC (Optional). Keep in mind, communication is critical to great service.
19		X			Borrower meets with the Transaction Coordinator for application review. This is typically done over the telephone. Even if applications are being completed by the borrower on a web portal, the TC still needs to QC the accuracy of the completed application so as to pre-underwrite the file and gather the remaining needed documentation.
20		X			Review checklist of "Do's and Don'ts" with the borrower as part of the application process to verify days that the borrower may not be in town during the loan process, new purchases that should not be made, taxes being paid at certain times of the year etc... <b>NOTE:</b> *Many originators are now creating a library of videos that educate the borrower on issues such as this one and also includes topics such as "What is Mortgage Insurance? What does Title Insurance Do to Protect the borrow and the Lender? What causes mortgage rates to fluctuate daily? etc..." Consider the value of having a library of these types of short videos that you can deploy at specific times as a part of your PLP).
21		X			Run AUS/DU and incorporate findings into documentation request to the borrower. (CAN MOVE THIS UP IN PROCESS IF NEEDED DEPENDING UPON YOUR SYSTEM).
22		X			TC "Pre-Underwrites" file and develops detailed and intuitive list of documentation needs "Needs Memo" for the file. This is a critical step. If done correctly, we have a strong chance of success. If done incorrectly, the file will be slow once entering processing and will bog down the system and service levels will suffer. <b>NOTE:</b> *TC sends update text to agent informing that docs are being requested of the borrower for formal loan approval.
23		X			Transaction Coordinator sends introduction video to the borrower connecting with them and letting them know that they will be sending a checklist of all documentation requests to be uploaded to the portal.

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24		X			If using Encompass, send standardized email and link to Lender Manager/Encompass with a checklist of all documentation requirements to be uploaded to the portal.
25		X			Send documentation needs and disclosures to the borrower via E-signature or email with specific date and time "xxx date and time..." (Critical) that signed paperwork (Disclosures) and or doc must be returned. . "ASAP" is not an acceptable time frame! <b>NOTE:</b> *This is the time to create a verbal contract with the client by asking them nicely if they can agree to meet the time frame provided.
26		X			Order escrow, title and appraisal and purchase contract and HOA docs where applicable. (Consider if this step should be done now or after documentation from the borrower is returned). If pre-approval without a property, obviously this step will have to wait.
27		X			Meet one-on-one with the borrower to review paperwork (If not uploaded to a portal) <b>NOTE:</b> *Not done often these days but still may consider with first time home buyers.
28	X	X			<b>NOTE:</b> If the home is identified prior to entering processing, TC updates pre-approval & the buyer is offered the option of a new TCA with updated numbers. The listing agent called with introduction.
29		X			File is reviewed prior to opening. Changes are made to the application if necessary. Document conversation log in detail for processor. Organize doc in proper order and update "Needs Memo" for processor. If the borrower has not provided all critical information, TC creates urgency that the loan isn't able to be opened for processing and could compromise the loan refi/purchase. Consider cc: buyer's agent on this correspondence.
30		X			Borrower notified of missing documents. Loan opened with processor (Only if file is near complete and all critical data is in). "Baton is passed" from Transaction Coordinator to Processor with proper scripting and email intro.
31			X		Loan Processor reviews files and marks the calendar regarding "Key Dates" such as approval contingencies, funding dates etc.. And then back dates them to the appropriate number of days so as to never experience surprises.
32			X		Needs List updated.
33			X		The Processor sends out an introduction video (Preferably to the borrower, buyers agent and the listing agent) saying hello and informing them that they will be their point of contact through the closing of the loan. They will also provide their contact info in the email.  <b>NOTE:</b> *An intro email is satisfactory but not as powerful. Ultimately this will serve the processor far greater as it's harder to be pissed off at someone that you feel you know as opposed to someone you don't!

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34			X		<p>Send email to the borrower alerting them of any incomplete documentation and cc: both agents. Email includes all pertinent contact information.</p> <p><b>NOTE:</b>                      *You may want to consider not informing the listing agent on this email as it may cause them to be alarmed. Use your best judgement on this as it is done both ways by various originators).                      *This is done to ensure accountability. By doing this, the REALTOR® can never come back to you and say that you didn't inform them of the reason for delays in the closing, and ultimately, this puts the responsibility for any delays on the borrower.</p>
35			X		Follow up on all missing documents from appraiser, title agents and escrow- VOE, termite, 4506, CU, escrow amendments, EOI, HOA docs, VODs, letters of explanation.
36			X		Send appraisal and HVCC to the borrower (before submitting the loan for approval).
37			X		Borrower's loan is run through AUS/DU (If not already done so prior). <b>NOTE:</b> Consider proactively ordering CU findings prior to submission in order to address any appraisal concerns that exist (CAN MOVE THIS UP IN PROCESS IF NEEDED).
38			X		Investor chosen: submission completed. File electronically submitted.
39			X		Send out "Submitted Email" to borrower and both listing and buyer's agents notifying them of approximate turn time in underwriting for formal loan approval and loan contingency waiver. ALWAYS BE PROACTIVE and set up the over-deliver by giving them a time frame that is longer than expected.
40	X				<p>Have the "Lock" conversation with the borrower, if that has not already transpired. Typically, all clients are locked in at the time of application (Or as soon as they have contracted a property) to make sure the borrower is not subjected to market movement and to remove rate shopping from their mind.</p> <p><b>NOTE:</b> *One thing you should give consideration to is creating finality in your client's mind. The longer you let the loan go unlocked, the more prone they will be to shop for a rate with another lender, or be swayed in their decision by the media, radio, television, and spam email. This is a very important script in your arsenal.</p>
41		X	X		Lock the loan in with the lender. <b>NOTE:</b> *This happens at various times in the process but most often at time of application.

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42			X		Follow up with underwriting team/lender (If brokered loan) regarding approval.
43			X		Loan approval received and reviewed.
44	X		X		<p>Notify real estate agents, borrower, and escrow officer of loan approval by phone and follow up with an email using "Approval Email" and asking for all pertinent conditions.</p> <p><b>NOTE:</b>                      *Optional for LO: Status phone call (At your moment of power) placed to REALTORS congratulating them on loan approval and asking for an in-person meeting to deepen the relationship and to be able to make appropriate adjustments to ensure a smooth closing.                      *This is not a redundant action but rather an opportunity to bond with the agents and cross sell for future business.                      *This is when the loan officer should be meeting with the agent in person if they want to.</p>
45	X				<p>The Loan Originator records approval video and sends it to the buyer's agent, sharing a little bit about the borrower and their family on a personal level so as to create a connection for the seller. The goal is to separate your borrower from the competition and to validate the approval in a unique way while also branding yourself to the Realtor community.</p> <p><b>NOTE:</b> *This step may take place much sooner (It should take place once approval is received and accompany the offer) depending upon the timing of the approval and when the property is found.</p>
46			X		Conditions reviewed and requested from borrower, real estate agent, etc.
47				X	Send out a congratulatory approval gift (Preferably to their place of business) and a personal handwritten note card from Loan Consultant.
48	X				Call and congratulate the client (Following receipt of the gift) and ask for referrals at this opportune time.
49			X		<p>Review conditions upon receipt, copy and send to the underwriter.</p> <p><b>NOTE:</b> *It is more effective to send all conditions in at once so as to not have any more back and forth than is necessary. This will eliminate reacting. It's also important to give deadlines to borrowers of their conditions being sent in. The more specific the more they will comply.</p>
50			X		Follow up with the underwriter to ensure they have signed off conditions.
51			X		Estimated CD ordered. This is a critical step in resetting the expectation of the borrower from the LE and to eliminate phone calls at the signing and an under-deliver.



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52			X		Estimated CD emailed to borrower and reviewed prior to ordering loan docs to ensure that there are no surprises. Expectation of funds needed is "reset". <b>NOTE:</b> Consider using Vidyard to review the CD with the client on your computer and send it to them as an email video.
53			X		Notify the Personal Assistant to Loan Consultant that the CD has been reviewed with the borrower.
54	X			X	Request for social media review sent to the borrower via email OR request by phone (Consider using an outside vendor for this such as Social Survey or Birdeye). <b>NOTE:</b> *The time to get this completed is after approval and BEFORE closing so the borrower has incentive to complete it. If the LO has a personal assistant, he or she would be the appropriate party to execute this activity. Before the loan closes you can still repair any issues, so consider doing this earlier in the process.
55			X		Follow up with the lender on document turnaround time. CD to be electronically acknowledged a minimum of 6 days prior to settlement date (for wet funding). For dry funding, docs signed on or after the third day.
56			X		Notify all parties involved that docs have been ordered. Notify the borrower that escrow, title or attorney will call them to make an appointment using Processor Doc Email. <b>NOTE:</b> *Some teams may want to schedule the borrower's signings themselves to stay in control and notify closing of the available date). *To turn the service up another notch, consider having a mobile notary come to their home or place of business for doc signing as a free VIP service.
57			X		Follow up with the lender to make sure the docs went out to the closing table.
58			X		Follow up with escrow, title or attorney via email to make sure docs are being signed by the borrower. Assist in arranging for doc signing time by asking the borrower at time of loan approval if there will be any dates that they will be out of town to avoid any last minute surprises.
59			X		Follow up with escrow, title, or attorney via email to make sure signed docs have gone back to the lender.
60			X		Follow up with the lender to ensure all prior funding conditions have been met and signed off, docs were in order when returned from the closing table. Again all of this needs to be compartmentalized in your day!
61			X		Follow up with escrow, title or attorney and lender via email; once confirmed, inform all parties (Client, Realtors etc..) that funding has occurred and recording is set up.
62			X		Follow up on check (brokers only) or net wire.



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NO.	TASK OWNER				TASK
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63			X		File purged: Discard unnecessary hard copy paperwork, make sure the closed file is in order. Transfer the file from "open" to "closed" status in processing software if applicable.
64			X		Fill out Database Update form and forward to Personal Assistant (as applicable).
65			X		Handwritten thank you card sent out to the borrower (Make it personal. Don't phone this one in. Last impressions are what count!).
66				X	Closing gift sent to the borrower (Something that they will keep and is useful).
67				X	Necessary database updates made to borrower's contact record (Post closing database nurturing campaign begins).
68				X	Forward relevant closing information to the borrower's CPA using CPA CD Letter along with yelp review requesting referrals.
69			X		Execute LQI (if used) 3 to 10 days prior to closing; credit refresh and verbal VOE (CAN MOVE MOVE THIS UP IN PROCESS IF NEEDED).
70				X	Request new home phone number for client on purchase loans and update database as needed (If applicable).
71	X				Place a post-closing phone call to the client to thank them for their business and send out a Closing Thank You Letter. NOTE: When on this call, re-establish that you are their debt management advisor and will be looking for cheaper money for them.
72	X				Follow up with CPA after CD and survey are received to set an appointment to discuss working together.
73	X				Follow up with Listing and Buyers agents with social media reviews received and thanking them in an effort to set an appointment to discuss working together.
<b>Total</b>	<b>22</b>	<b>16</b>	<b>32</b>	<b>11</b>	