

25 Mortgage Marketing Techniques Using Business Cards

**Learn 25 Ways To Market Using One Of
The Most Under-utilized Marketing Tools**

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Your business card is a small advertisement of you. We want our customers and potential customers to hold onto them, but that rarely seems to be the case. These 25 marketing techniques are designed to get more of your business cards out there, and not to have them thrown away.

The more business cards you have circulating, the higher the probability that your past customer will call on you again for their mortgage needs, or even better, that they pass your business card onto a new referral. The goal is to increase the value of your cards.

Keep in mind that business cards are only one form of marketing. You should be networking, advertising, and doing direct mailings as well to increase your business.

However, business card marketing tends to be overlooked and underutilized. Here are 25 ways to get more loans with your business cards.

1. More times than not, your customers throw away your business cards. They are figuring, "I just refinanced/purchased my home and won't be needing a mortgage consultant for a while, so I'll just toss this card." Eight months down the road when their brother is looking to refinance, your borrower will have trouble remembering your name, let alone your phone number.

Here is what I would do to add so much value to your business card that he wouldn't think of throwing it away. At the closing table, take out a business card.

On the blank side, handwrite the loan number, the interest rate, and your customer service number. Tell him or her, "Here is my business card. Also, I have written down a customer service number to call in case there are any problems. I have also written your loan number down because the customer service rep will need it to locate your loan. Most of my customers keep the number in their wallets so that they know exactly where it is if they ever need it."

Will they ever need to call the customer service number? Chances are they won't, but they won't throw that business card away because at some point they might need to use.

And they realize that it is much simpler to keep that info in their wallet than to go looking for old statements. And because they won't throw it away, 8 months down the road when their brother wants to refinance, your customer will have your business card handy.

2. When mailing to your database, I would always include 3-5 business cards. In the letter, I would say, "Here are some extra business cards so that you can give out to your friends and family." I would also put an offer on the back of the card like "\$200 off closing costs or free appraisal." Remember, we are trying to add value to those little ads.

3. For your top referral sources, like Realtors and builders, I would buy four tickets to a sporting event, concert, or theater. I would staple the business cards to the backs of each ticket with a note saying, "Thank you for all the business you have sent me. Here are four tickets for you and your family to enjoy as my appreciation." Trust me, it will definitely wow them.

4. During holidays, try to find a way to give out your business cards along with holiday gifts. I know a mortgage professional who makes little bags of candy for Halloween. She then staples the bags closed with her business card on the outside.

On the back of the card she writes, "Thank you for visiting my home. These candies are guaranteed to be safe."

Is it somewhat corny? A bit. But she does receive many calls from parents who appreciate her concern for a safe holiday.

And it doesn't have to be Halloween. You can give away turkeys for Thanksgiving, wreathes for the Christmas season, flags for Independence Day, and on and on. Almost every holiday provides you a

reason to give something away. Including your business card makes you remembered.

5. Here is another technique that I like. It involves a small fish bowl. Talk to some of the restaurant and diner owners in your area. Make them a deal: you leave a fish bowl by the register with a sign saying, "Add your business card to this bowl to have a chance of winning dinner for two for FREE!" You tell them that you will handle the pick up and drawing of the winners. The restaurant owner likes it because it gives him more business.

You like it because it gives you leads for professionals in your area. You send out letters to everyone thanking them for trying while also asking if they could use help refinancing or purchasing a home. The winners will be ecstatic. And you will have more loans in your pipeline.

6. Get together with one of your favorite Realtors. Give him a hundred of your business cards, and take a hundred of his. Make a deal that both of you will staple the other's business cards to your own, and that both of you will give them out to everyone you know over the next two weeks.

7. Every time you print rate sheets for Realtors or FSBOs, staple your business card at the bottom. If a potential borrower has any questions, the contact information on your card will be right there for them.

8. Go to local business and ask if you can put a business card holder and cards near the register. Look for places with heavy customer traffic like diners, restaurants, dry cleaners, video rentals stores, and convenience stores.

Pretty much anyplace where there are a lot of customers who have to pay at a register. For those few seconds while they wait to get their change back, they'll look around and see your business cards. If they have been thinking about buying a home recently or refinancing, they

just might pick up your card.

9. Get a stack of those “homes for sale” magazines. They are usually free of charge and are found at many supermarkets. Staple your business card to the front of each one, and put it back where you got them or distribute to other high traffic locations.

These potential customers are looking for a home to buy, and your card is right there. It will help your odds. (Make sure that taking the magazines is ok with the supermarkets and magazine owners, and that you aren't breaking any local laws.

Personally, I would contact the magazine company directly and get magazine copies from them. They'll be happy to help because you will be distributing more of their magazines).

10. Send a business card with each bill payments you make. How many bills do you have each month? Car payments, auto insurance payments, electric, gas, water, telephone, and so on. Why not send a business card along with your check?

11. Do a joint direct mailing with your favorite Realtor. You send an endorsement letter to your entire database enclose a business card of the Realtor. The Realtor does the same, sending an endorsement letter to his database with one of your cards.

By the way, endorsement letters are powerful marketing tools. If you have never done a joint marketing campaign, you should really consider it. Basically, you “endorse” or praise the other person to your previous clients, and the other person does the same.

12. Go to the mall. With the malls permission, set up a small table and a couple of chairs. Have a sign saying something like, “Free information on refinancing or purchasing a home.” Staple your business cards to all the material you will be handing out.

Also, chances are someone will be very motivated and ready to go right then. That's why you have the other chair. All you would have to do is pop out your application and disclosures and you are on your way to another loan.

13. Get some of your business cards laminated and give them to your top referral sources. For some reason, people hold onto laminated business cards much longer than the plain paper ones.

14. It is becoming more and more popular to see those metal brochure and business card holder stands. Again, they tend to be located in high foot traffic areas like diners and grocery stores.

For a small monthly fee, you put 50-100 cards in one of the holders. They are well made and you need a key to get access to the cards, so you don't have to worry about someone replacing your business cards with theirs.

Also, a lot of these vendors will offer you the opportunity to bar other lenders and competing companies from placing their brochures and business cards in the same stand.

15. Hold a contest with your business card as the ticket. Give away something like a TV or stereo system. Give a business card to everyone you know. The cards will have numbers written on the back.

After 3 months, you will hold a drawing. Explain that if that person still has the business card with the number on back, they win the prize. If not, you pick out another number.

16. Similar to the last idea, hold a monthly drawing for your past clients. The prize will be much smaller like a pair of tickets to the movie theater. The goal is to keep those business cards in your clients' wallets and purse. The longer they stay there, the better for your business.

17. There a lot of sports fans, so another way to added value to your business card is to print the schedule of your regional sports team on the back of the card. You can change it as seasons end and begin.

18. I haven't done this personally, but I have seen it done. Go to the library and bookstores and place your business cards in all the real estate and mortgage books.

Be sure to write on the back of the cards something like, "Here's my business card to use as a bookmark. If you have any questions about anything you are reading, feel free to give me a call." Again, you are getting your business card in front of motivated prospects. You can't ask for more than that.

19. Give plenty of extra cards to spouses, family and friends. Let them know how important it is to your business for them to give out your cards and how much you appreciate their help.

To give them added motivation, place a tracking number on the back of each business card. Tell your friends and family that each time someone new contacts you and completes a loan because of the business card, you will treat them to a pair of movie tickets.

20. When going to restaurants, always paperclip your business card to the tip you are leaving (and please tip well. Tipping 20 percent of the bill is pretty standard now. And if you are alone, leave at least a five).

On the back of the card, write something like, "Thank you for such great service. I hope that I can return the favor sometime."

21. Thumbtack them anywhere you can. A lot of businesses have bulletin boards and walls designed for local advertisements such as flyers and business cards. Tack 2-3 at each place you go – laundromats, diners, supermarkets, grocery stores, etc. The more places the better.

22. Put magnets on the back of some of your business cards and give them away. Will everyone put it on their fridge? Nope. But a number of people will, and when they have guests over and the conversation goes in the real estate or mortgage direction, there will be your business card hanging conveniently on the refrigerator.

23. Make it look different. Most business cards are white with one or two colors for the text. They don't stand out. Get your cards in bright colors.

Or, how many people do you know that have glow in the dark business cards? Do you think your clients would throw that away? Get your business cards a little bigger. Get one that folds in half so that you can put twice the info – these are called tent business cards. Make it an oval instead of a rectangle? Do anything you can to make your business card stand apart from the rest.

24. Try a CD business card. This is a CD-ROM in the shape of a business card. I have seen them in action and they are quite impressive. You can put all the information you want to about your business on it.

A person just pops it into their computer to access it. You can put forms, pictures, and programs on it. It is incredibly creative and great way to wow your customers.

25. Get a phone card business card. I had astounding results with this technique. It looked just like a credit card, put it has all the necessary contact information.

Plus, I put 30 minutes of long distance on it (although I had the option of putting anywhere from 5 minutes to 2 hours). And on top of that, each time the customer used the phone/business card, there was a recorded message from me thanking them for being such a good customer.

Did anyone of them throw away a 30 minute long distance phone/business card? No way! People still talk about those cards.

In Conclusion

Well, that's all I got. Don't try to do too many different things at once. Trying too many changes at once will just over complicate the process, and you will end up getting much less accomplished.

And not all these ideas will mesh with your business style, but that's ok.

If just one of these marketing techniques can bring you one new loan, you have made hundred of times your money back.

I wish you the best in your marketing efforts.

Much Success,

Joe Pahl

P.S. Want to get seven marketing strategies that will flood your loan pipeline with business? [Click Here to get your FREE marketing strategies.](#)