

## Loan Officers, Ask Yourself These Questions...

Here's what it costs per hour for you to do clerical work if you earn.....

\$/Year	\$/Hour
\$50,000	\$24
\$75,000	\$36
\$100,000	\$48
\$150,000	\$72
\$200,000	\$96

### Is your time REALLY best spent doing clerical work?

Are there things you'd like to do to market yourself, but you just can't find the time because you're too busy originating?

### Have you ever wished you had someone to help you with all the administrative tasks that consume you?

If all you had to do was sell, would your production be stronger and/or your life more balanced?

Debra Jones, an industry icon who has trained tens of thousands of loan officers over the years, says...



*“If you answered ‘yes’ to some or all of these questions, you could benefit from the services of a VMA.”*



## My Virtual Marketing Assistant

You clock Out, We clock In

In addition to originating and closing loans, every loan officer knows they also need to be doing things like: database marketing, offering co-branded marketing support to their Realtors/Builders, preparing open-house financing sheets for Realtors, marketing and promotion of consumer and/or Realtor seminars, lead generation within their community, email campaigns covering prospecting, business-in-process, and long-term post-closing following up with referral sources and borrowers; and... last, but most certainly not least these days... Social media marketing, i.e., Facebook, LinkedIn, Twitter, etc.

Whew! That's a lot and it can be overwhelming. Every loan officer knows they NEED to be doing those things and yet they don't. Why don't they when they know it will produce extra business?

There are a couple of primary reasons...

- They don't know how
- They don't have the time

That's where your Virtual Marketing Assistant (VMA) steps in to save the day. They do all these things so you don't have to...all you have to do is reap the rewards of higher levels of production. Already have a loan officer assistant? That's great. This service will help you both.

VMA's do not work in your office

VMA's are not processing assistants

**VMA's are Marketing Assistants...BIG difference!!**

Due the economies of scale that our system presents **your VMA costs you less than hourly minimum wage.** You don't have to train them. You don't have to pay them benefits. You don't have to take care of payroll details. You don't have to worry about giving them raises.

**All you have to do is assign a task list and we'll handle the rest.** Continue reading on the next page for an extensive, detailed breakdown of the myriad of services provided.

**Want more details?**

**[www.MyVirtualMarketingAssistant.com](http://www.MyVirtualMarketingAssistant.com)**

**1-800-456-1001**

## Services Provided By VMA's...



### General Marketing

Daily database entry & maintenance

Database entry of business cards gathered from various sales meetings, tradeshows, networking groups, appointments, etc.

Each VMA Subscriber has access to our extensive library of marketing materials and services.

### Premium VMA Template Library

Co-branded Realtor marketing materials  
LO Profile Sheets  
Open-House Financing Sheets  
Holiday messages  
Birthday Greeting  
Realtor of the Month eBlast  
Testimonial Requests—Agents/Borrowers  
FSBO campaigns  
Rent vs. Buy campaigns  
First Time Home Buyer Seminar campaign  
Re-fi eBlast campaigns  
Standard eLetters for post-meeting follow up

### Forget Me Not Marketing:

In addition to what's shown above, all of the services of Forget Me Not Marketing (FMN) are included with your VMA subscription. FMN is a service that we've offered for the past 5 years to successful loan officers throughout the country. FMN is an extensive email marketing campaign system that takes all the hassle out of database marketing for you. Read below for a full description of what it provides.

Your VMA will set up your database and organize it into two broad categories:

1. Referral Sources
2. Clients - (Borrowers).....prospective, current & previous loan applicants

### Referral sources receive...

#### General Contact:

Quote of the week  
Quarterly Marketing Moment  
Holiday & Seasonal Messages

One additional quarterly contact of subscriber's choosing & creation

#### At Application:

"Thank You for Referral" to buyer's agent,  
"Let me introduce myself" to listing agent

#### Post-Closing:

Congrats to buyer's agent,  
Congrats to listing agent,  
2 weeks later....referral requests to each

### **Clients (Borrowers) receive...**

#### General Contact:

Quote of the month  
Holiday & Seasonal Messages

#### Pre-qualification:

5-week sequential auto-responder Home-Buyer Education Series

#### At Application:

"Thank You" to borrower

#### Post-Closing:

Quarterly follow up series...thank you, referral request, holiday recognition, anniversary of closing



## Internet Marketing & Research

Put your VMA to work scouring the internet building a database of leads & referral sources for you, i.e.,

FSBO's  
New Listings in market  
Top Listers/Top Sellers  
Financial Planners  
Attorneys

### **Monthly Search Engine Optimization**

**(SEO) Report** – A monthly report that displays what Google and other search engines are currently picking up on your site, as well as room for improvement. Included in this report are keyword suggestions for your industry in your state to further optimize your presence online and backlink information.

**Google Alerts**—Your VMA can set up and monitor Google Alerts for you, finding community news, rate change information, real estate market news, etc and post it to your LinkedIn, Facebook & Twitter accounts.

## Social Media Updates

Your VMA can update your Facebook, LinkedIn and Twitter accounts with news, i.e., announcement of closings, congrats to agents, recognition of award winners, open house announcements, local seminar/meeting promotions, etc.

If you blog, your VMA can upload your articles and post relevant community information. They can post RSS feeds from your blog to your Facebook/LinkedIn/Twitter keeping your content fresh and your visitors coming back.



## How This Works...

Because VMA's are virtual workers, all communication is via email. Your VMA is dedicated to your account and works for you in the evening hours, up to 4 hours a day Monday—Friday using our system.



## Charter Membership...

During 2012 we will only be accepting **two Charter Members per state.**

The subscription price for Charter Members to MyVMA is \$500/month. Because of the labor involved, subscription periods are for a minimum of six months at a time. If you can find someone to do 20 hours worth of work for you a week, covering all that we offer for less than our service fee, hire them. Otherwise, become a Charter Member of MyVMA before your state closes out.

## Standard Membership...

When Charter Memberships have been filled for a state, we will open subscription to standard memberships which are \$600/month and still an incredible value.

**So as not to overwhelm the infrastructure of the system, nor our training capacity,** for the first six months, we are only accepting 20 subscriptions a month nationwide. Waiting lists will be available.

## About Us...

MyVirtualMarketingAssistant.com was created by Debra & Andrew Jones. Debra has spent decades providing sales & marketing services to the mortgage industry. Andrew is a social media and internet marketing expert. Together, they built the system and have trained the VMA's to be of service to you. The system is designed to offer an affordable solution for the loan officer who has outgrown the current capacity of their origination business and needs an assistant to get to the next level, but who is not ready and/or doesn't want to take on the overhead burden of adding a full-time employee. To learn more about Debra & Andrew, please visit the website and click on the About Us section or call 1-800-456-1001.

