

A Loan Officer's Guide to Selecting the Right Partnership

** What is your current company doing for YOUR long-term success today?? **

	Which Company Fits YOUR NEEDS to be the Most Successful Loan Officer?		
	Company "A"	Company "B"	Premier Finance Group
<u>Compensation</u>			
Self-Generated - TOP Compensation Plans/Split - 130 bps!			YES
Company-Referral Loans - Get free referral clients from our marketed clients. Higher Split when you get a referral from our clients			YES
Company-Generated Marketing - Multiple Sources, proven 12+ year track record of success!			YES - MANY Proven Business Sources
W-2 vs. 1099 Pay (averages 13% increase to your true income)			W-2 Pay (pays you more)
What is your TRUE Split? Compare Your Current "Split" with ours, side by side. Use our 100% Transparent, Compensation Analyzer			Industry Leading Compensation Plan - 100% Transparency
Paid Bi-Weekly for all loans closed last 2 weeks			Yes
<u>Benefits</u>			
Medical, Dental, Vision (minimum production requirements)			Yes
401k			No
<u>Support</u>			
Extremely experienced support teammates (10+ years average tenure)			Yes
Laser Focused Support Team - Full Time Jobs are to increase your loan production (no personal production)			Yes
Our Support & Leadership Team is paid exclusively to push your loans to closing...fast			Yes
Dedicated Support Team - All members only work FULL TIME on your loans			Yes
Ongoing Weekly Trainings for new products, sales training, Realtor events, etc.			Yes
<u>Loan Origination Tools</u>			
Inbound Customers Calling You! (available to Top Producing LO's that cultivate self-gen business)			Yes
Internet Customers - calling and emailing you to complete a loan application (free leads!)			Yes
Banking and Brokering Loan Platform Available - Allowing You to Capture Every Opportunity!			Yes
CRM Lead Management Platform - built in-house for all of your clients			Yes
Automated Outlook Scheduling program for all client call backs			Yes
CRM Closed Loan Database - our database is open for you to generate more business			Yes
CRM Marketing Database - open for you to generate more business			Yes
CRM Inbound Database - open for you to generate more business			Yes
<u>Marketing Support</u>			
Branded Name, Top Reputation in Industry			Yes
Marketing Flyers, Assistance, Marketing Dept. Available to you!			Yes
Email, Direct Mail, Web, CRM, Telemarketing, Multi-Prong Marketing Approach			Yes
<u>Flexibility</u>			
Autonomy to work your own business model with support for your clients and freedom of work choice			Yes
Take advantage of our Incredible Support Team for your Self-Generated Leads and Generate business from our leads...our LO's can do both!			Yes
<u>Culture / Environment</u>			
Like minded, Successful Teammates working with you as TEAM MEMBERS, not a bunch of individuals who "use" the same office			Yes
Leadership Team - Solely focused on ensuring your success			Yes
On Site Loan Closing Team - Solely focused on closing your loans (innovative model, inquire within)			Yes
Premier is a branch of Pinnacle Capital Mortgage - Excellent reputation!			Yes
Top Ethics and Morals is the standard requirement at our workplace environment			Yes
<u>Career Development</u>			
Ability to grow your income and your business using our marketing efforts and clients			Yes
Grow your career with a company that is committed to growing our business through the success of our teammates			Yes
Origination diversity to balance volatile market times - Inbound calls, Web Leads, CRM Leads, Company-Referrals, Proprietary Realtor Groups, etc.			Yes