

# National City Mortgage

## Scottsdale, Arizona (Northern Phoenix)

### *Teamwork Has Its Rewards*

When the eight loan officers at the Northern Phoenix National City Mortgage office in Scottsdale, Arizona work together, everyone wins, says branch manager Mark Monson. That's why the branch holds weekly meetings for loan officers and other employees to share ideas, ask questions and learn from one another.

"We talk about what works well, product changes, really anything that can help each other," says Monson. "The weekly meetings make each of us much stronger and give our branch a leg up on the competition."

The weekly meetings also include reviewing home equity production to ensure every loan officer is taking full advantage of seconds. Monson says he pays particular attention when loan officers aren't piggybacking seconds to first mortgages. If they need more information on how to educate clients about home equity, the weekly meetings are one place where it happens. "Most clients who don't take a second, don't know enough about it," he says.

Located in the middle of one of the hottest real estate markets in the country, home equity is a major tool for the branch – both piggybacks and standalones. Monson expects recent product enhancements from National Home Equity will even further strengthen the branch's home equity business. New stated income enhancements, such as being able to include salaried borrowers, expanded credit guidelines like a 680 FICO/100% CLTV and larger loan amounts, are all big positives. If borrowers don't want to take a \$25,000 draw with a piggyback No Closing Cost line, the branch's loan officers switch the second to a Low Closing Cost line and pay the cost through the first mortgage.

"Home equity is easy to sell because we all truly believe in it and that we have the best product line available. The new enhancements give us even more options to keep our customers happy and with National City," adds Monson.

Marketing for the branch primarily involves staying in front of customers and building long-term relationships, which means monthly mailings and periodic phone calls. The branch also works to build relationships with real estate agents, sending a small gift to them during a transaction to get their attention. Once the branch has their attention, agents see the kind of service their clients receive and are happy to refer other clients.

For Monson and his loan officers, building long-term relationships, relying on one another and having an extensive product offering that includes home equity, are the keys to continued success and staying a step ahead of the competition for many years to come.

### **Northern Phoenix National City Mortgage Keys to Success:**

- Work together to share ideas, best practices and to answer questions – which formally happens through a weekly office meeting.
- Believe in what you sell.
- Build long-term relationships, not one-time transactions.
- Use all available home equity products and programs to attract and keep customers.

The logo for National City, featuring the words "National City" in a bold, teal, sans-serif font. A horizontal line is positioned below the text.