

***What is the best marketing technique you've used when working with your strategic partners to obtain business?***

As a builder backed mortgage company, utilizing incentives strategically.

Have lunch with your loan officers and partner with wholesalers to offer education to loan officers.

Tell your competition you're still in business.

Partner with mortgage insurance companies for providing preferential rates to housing finance authorities (Homebuyer education is a big piece of this.)

Relationship building – take your affinity partners (Realtors) to lunch.