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Financial Planner Meeting Script

Script for Reaching Out to a Financial Planner for the First Time & Suggested Questions to Ask a Financial Planner in the First Meeting

The Defining Difference
BY CINDY ERTMAN

CINDY ERTMAN
The Defining Difference
www.TheDefiningDifference.com
Info@CindyErtman.com
Phone: 310-295-1130
NMLS #330850

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Building a strong referral partner network is about establishing key relationships by expanding your reach in your marketplace. In working closely with clients over the years, I have been intentional about nurturing these relationships in a way that allows me to get to know them on a deeper level.

It's not just about navigating the loan process, it's about creating the ultimate borrower and referral partner experience through thoughtful and consistent communication. If you focus on developing a strong connection from the start, you will stand out and set yourself apart from the competition.

Financial planning helps individuals determine their short and long-term financial goals and create a balanced plan to meet those goals. By clearly identifying and prioritizing financial goals, individuals can better understand how each financial decision impacts other areas of their finances. I often find that my past clients reach out to me to inquire about recommendations on a good financial planner.

Part of the process of creating the ultimate borrower experience is to become the ultimate resource to your clients.

Script for Reaching Out to a Financial Planner for the First Time

Hello <Insert Financial Planner's Name>,

This is <your name> and I am a <your title> for <your company> in <your city>. I have been researching great local Financial Planners, as I have many clients who need the expertise from the services of a Financial Planner and I want to be a resource to refer them to someone really great.

I am very cautious about putting my name on referrals for my clients and would like to learn a little more about you and your business to see if you would be a fit as a referral source for me. I'd like to schedule a short appointment to meet with you in person or virtually if you are open to that. I am going to interview a couple of local Financial Planners and select one or two that I think would be a good fit for my client base. Is that something that you would be interested in? If so, are you available next week for a short meeting? I'd like to learn a little more about you, your business and what type of clients you prefer to be referred.

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Suggested Questions to Ask a Financial Planner in the First Meeting

1. I'd love to know a little bit about your background and what led you to become a Financial Planner?
2. What made you decide on Financial Planning as opposed to other types of financial careers?
3. What is it about Financial Planning that you enjoy the most?
4. What do you find to be your biggest challenge in your business today?
5. I'd like to learn more about what types of clients you prefer to advise.
6. What is the minimum investment you require under management?
7. Do you work with other advisors that support a lower-end investment requirement?
8. How do you typically get most of your clients?
9. What do you do currently to market your business?
10. Do you offer a complimentary consultation with new, potential clients, and if so, what does that entail? I want to know what my clients could expect if I refer them over to you.
11. How often do you typically communicate with your current clients? Monthly, Quarterly, Annually?
12. What is your process of integrating a new client into your management?
13. What is your typical management fee? Do you get a percentage fee on the total investment or are you paid on the actual trades themselves?
14. What sets you apart as a Financial Planner? What makes you stand out from the crowd and why do people refer you? What are your greatest strengths?
15. If this relationship is a fit and I want to begin to refer my clients to you, what is the best way for me to refer you and how do you want me to introduce you to my clients?
16. I know that all great business relationships are based on working with people whom we know, like and trust. If we can build such a relationship, would you be open to a potential reciprocal relationship in the future? Ultimately, I would love to create a relationship with a Financial Planner that I could develop a reciprocal relationship with and support one another's business with referrals. Is that something you would be open to?
17. Are you working with any particular lenders now that you refer your clients to when they are seeking mortgage financing?
18. Do you ever have sales meetings that would allow for a mortgage professional to present current market trends, pricing and programs to support your clientele?
19. How would you suggest we take next steps? I want to make sure that I value your time and refer you to the type of clients you desire.

WRAP UP – Thank you so much for taking the time to meet with me and I truly look forward to the opportunity to build a relationship with you. If we have the opportunity to work together, you can count on our mortgage team to take exceptional care of your clients as well. We pride ourselves on our commitment to excellence and take great pride on our exceptional customer service, quick turn times and competitive programs and pricing to make sure we are helping your clients make the best financial decision on their mortgage. We would work closely with you as well to make sure that you feel the same about our recommendations. We look forward to the opportunity to support you.