



How to Create a Powerful Network Group to Grow Your Business



The Defining Difference
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How to Create a Powerful Network Group to Grow Your Mortgage Business

Networking is about forming trust and helping one another achieve goals. A network group can be an excellent source of fresh perspectives and new ideas, can help raise your company profile within the community, build your confidence, and establish long lasting personal and professional relationships. Most importantly, network groups can serve as a platform to share strong referrals between members to boost your business, while providing your customers with a better service. The following guide offers a simple, step-by-step approach for creating your own powerful network group.

What is a Network Group?

- A supportive system of sharing information and services among individuals and groups having a common interest
- It's simple, cost effective and it works!

The “Network Now” Strategy

- Diversify and Expand Referral Partners
- Develop a “Referring Mindset”
- Remember that “Givers Gain”
- Build a Solid Foundation for Success
- Insulate from Scarcity in Market Place
- Create & Sustain Meaningful Relationships

Create a List of Professionals

- | | | |
|---------------------|--------------------|------------------------|
| • CPA | • Trust Attorney | • Executive Recruiters |
| • CFP | • Business Manager | • Title Representative |
| • Realtor | • Architect | • Med Spa Owner |
| • Builder | • Tax Attorneys | • Wine Store Owner |
| • Estate Planner | • Insurance Agent | • Yoga Studio Owner |
| • Divorce Attorney | • Fitness Trainer | • Accupuncturist |
| • Interior Designer | • Chiropractor | • Caterer |
| • Hair Stylist | • Florist | • Dentist |



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We required participants to maintain the following “SHARE” Criteria:

- S SUCCESSFUL
- H HUNGRY
- A ACTION
- R RESULTS
- E ENERGY

Create Your List of Professionals

	Name	Profession
1.	_____	_____
2.	_____	_____
3.	_____	_____

Script to Engage New Members

Hi Steve, this is [your name] with [your company name]. I have been a mortgage specialist in [your location] for the past [x years]. I was given your name by [name of referral] at [referral company name]. I started a Network Group a few months ago and I have been in search of a local CPA that I felt would be a fit for our group and that would benefit from the referrals of other high level professionals such as yourself. We meet for lunch once a month locally and I was wondering if this would be something you might have some interest in.

Typical “I’m not interested” response: Well, thanks Cindy for considering me, but I do not have enough hours in the day as it is and network groups are not really my thing.

[Name], I completely understand your concerns. Lack of time is a concern for all busy professionals. It is why I created this Network Group for successful professionals like yourself. So let me ask you this question: If you could have 15 local, successful business owners promoting and supporting your business on a daily basis, would that be worth 90 minutes of your time per month? Would you be open to attending just one lunch to see what you think and then you can decide for yourself if joining the group is the right fit for you?

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It's Cost Effective!

- One lunch per month - each member pays for their own lunch
- For the cost of a sandwich you can build a sales force of committed professional referral partners working to expand your business every day!

Meeting Time and Place

- Consistent day and time
- 1 ½ hour max per meeting
- Quiet location a MUST!
- Email a 'Save the Date' reminder
- Email RSVP with date, time, place and topic
- Keep on purpose of LEAD GENERATION
 - Network Now meets the 1st Tuesday of every month
 - Network Now meets at a different local restaurant monthly

Agenda

- Month 1 - Introductions
- Month 2 - Specify Specific Referrals Requested
- Month 3 - Mindful Referral Strategies
- Month 4 - How to Market Your Business
- Month 5 - What Needs Improving
- Month 6 - Inbound/Outbound Referral Recap
- Month 7 - What's Your Biggest Challenge?
- Month 8 - Recommended Resource Guide
- Month 9 - "Bring a Guest" Luncheon
- Month 10 - Database Marketing
- Month 11 - Raise the Bar on Referrals
- Month 12 - Celebration of Success

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Expectations for Members

- Attendance required?
- Number of people per profession?
- Leadership structure?
- Referrals mandatory?
- Track inbound and outbound referrals?
- How many members?
- How often to meet?
- Where to meet?
- Releasing non-participating members?

It Works! The Ertman Team Accomplishments within 3 Months

- Established 15 committed referral partners
- Received 12 inbound referrals
- Referred 34 outbound referrals
- Closed 8 loans for \$4,200,000
- \$44,200 in gross commissions
- Established reciprocal relationship with a CFP & CPA
- Established reciprocal relationship with Estate & Trust Attorneys
- Established new builder relationship
- Secured new owner/user construction loan

Testimonials

"Being in a network group has increased my production levels immensely. I have been in the top 200 Mortgage Originators 4 times!" ~ *G. Norris*

"The reason my network group is effective is because there is a proven system of success in place. By meeting regularly, it enables me to evaluate my business and develop relationships outside of the Real Estate industry. It promotes the concept of "Givers Gain", which is, the more referrals you give, the more referrals you receive." ~ *J. Ruymen*

"It's amazing to be part of a network group. It's like having 25 sales people on your staff promoting your services." ~ *M. Bark*

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Network Member Profile Member Profile and Objectives

Purpose: this information is confidential and will be used by other members to help you

Member Name: _____

Email Address: _____

Telephone Number: (Work) _____ (Cell) _____

1. Please describe your business?
2. Why do clients come to you?
3. Please describe your ideal client. What are its ideal characteristics and what is the marketing segment it operates in?
4. How many clients will you need to secure over the next year to achieve your objective?
5. Is your relationship system strong enough to achieve the results you want? If not, where does it need to be strengthened? Who are good referral sources?
6. How many key relationships would you like to develop this year?
7. What do you do currently to market your business?
8. Are there any organizations that you would like to get involved with to gain more exposure?
9. Please tell us more about you and your family (include hobbies, things of interest, children, etc.)



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Tracking Referrals Inbound / Outbound

Date	Incoming Referral	Referred By

Date	Outgoing Referral	Referred To