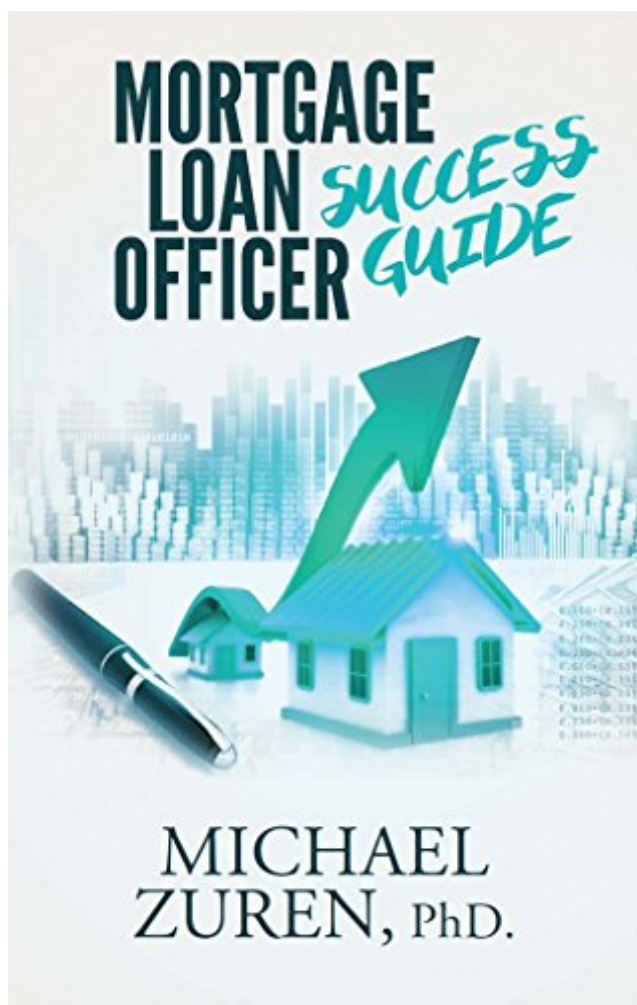


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# Mortgage Loan Officer Success Guide



## Synopsis

The key to a new, successful, and highly profitable career in the mortgage sales industry is at your fingertips! In his tell-all guide to achieving your goals as a mortgage loan officer, Michael D. Zuren, PhD, outlines the steps all accomplished officers in the business have used to create a top-notch business and reach their career and financial goals. He covers the basics, such as understanding the industry and how mortgages work, knowing how to get hired (and which employers to seek out), and creating a framework for an amazing career. He also covers more advanced tips, tricks, and techniques—from creating and sustaining an effective marketing campaign to knowing how to build rapport and excellent customer service, which are critical to business success. Perfect for both brand-new agents and seasoned veterans, Mortgage Loan Officer Success Guide gives you everything you need to make your dream job a reality!

## Book Information

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Short Reads > Two hours or more (65-100 pages) > Business & Money

## Customer Reviews

Very basic Book, repeats it's self over and over. Not a lot of substance

This is a little book telling the general information about how to do business. Actually you can change some key words to make another book such as "The real estate agent success guide".

AWESOME BOOK!!! I've had the distinct privilege of working with and being mentored by Michael and can tell you without a doubt this book is a must for a successful mortgage career. New to the business? Buy this book. Experienced veteran? Buy this book. Looking to take your career AND income to the next level and don't know how? BUY THIS BOOK!!! If you're a sales manager, branch manager, or looking to become one of the aforementioned then buy this book for yourself and get a couple copies to give to your team because the information presented here beats anything out there. Sure you can pay \$399.99 for coaching over a period of time MAYBE increase your income OR you can buy this book. Read it over the weekend (once you get it you won't be able to put down until you finish it-trust me first night after a long a day at the office 8pm- I couldn't put it down) and Monday you'll walk into the office ready to conquer like a Viking Raider!!! You owe it to yourself. You owe it to your customers!!!

This book was ok. Focused mostly on the sales cycle but there is a lack in the competencies necessary to be successful as an LO

Great book with a lot of information that will help a person strategize and network. Great book to read and I enjoyed the content of this book. Communication skills is the key to having a great career and needed to read this book for how to also effectively network and seek out business especially starting out new in the industry.

This book has really helped me better understand the mortgage business and the role the loan officer plays. It isn't filled with information that you can't put into action, instead, it gives you an easy to use roadmap to success as a loan officer. I would recommend it to anyone in the mortgage industry and have kept it by my side for constant reference.

The book provides relative information on being a loan officer.

Outstanding book for mortgage loan officers or anyone in commissioned sales. The book not only covered the basic foundation of building your business, but also covered mentoring, marketing, networking, and social media. The first chapter of the book discussed finding the right company to

work for and support your business (extremely valuable to find the best fit to maximize your potential). Two big thumbs up!!!

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