

Developing a Sales Funnel Through Referral Partners

Brady Mullen, CFP®, RICP®

Divisional Business Development Manager
CrossCountry Mortgage

CROSSCOUNTRY MORTGAGE

Financial Advisor for **19 Years**

Sold Financial Practice in 2021

Integrating **Real Estate** with **Personal Finances**

Two-time Best-selling Author

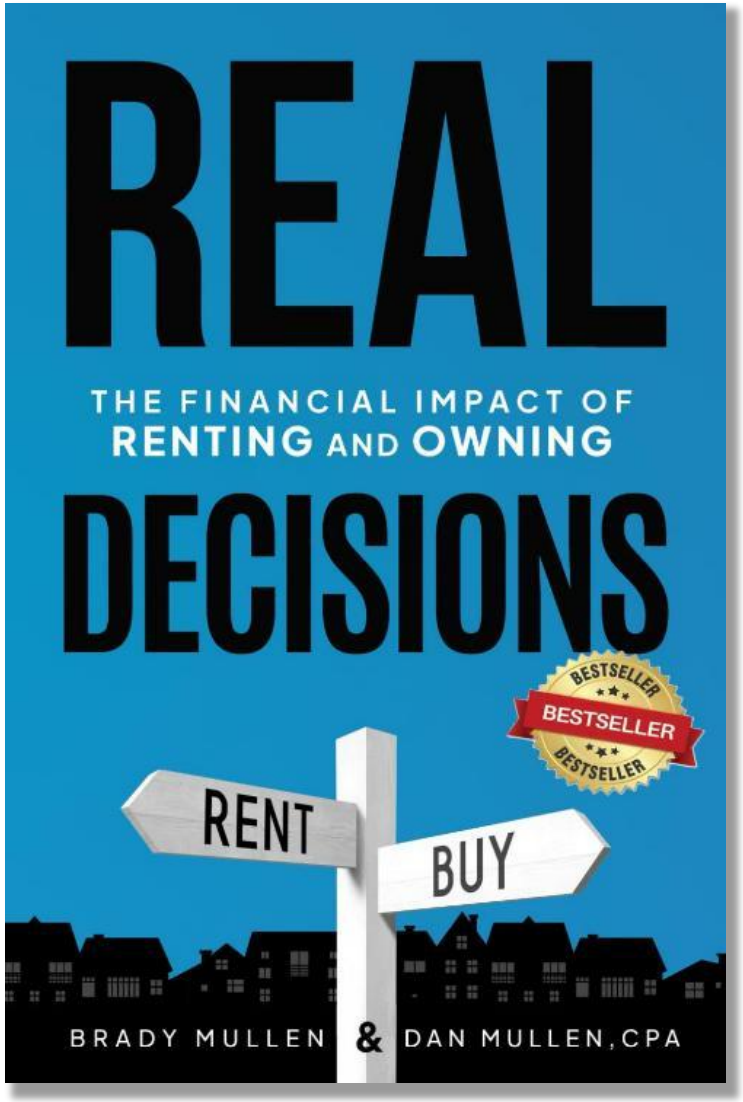


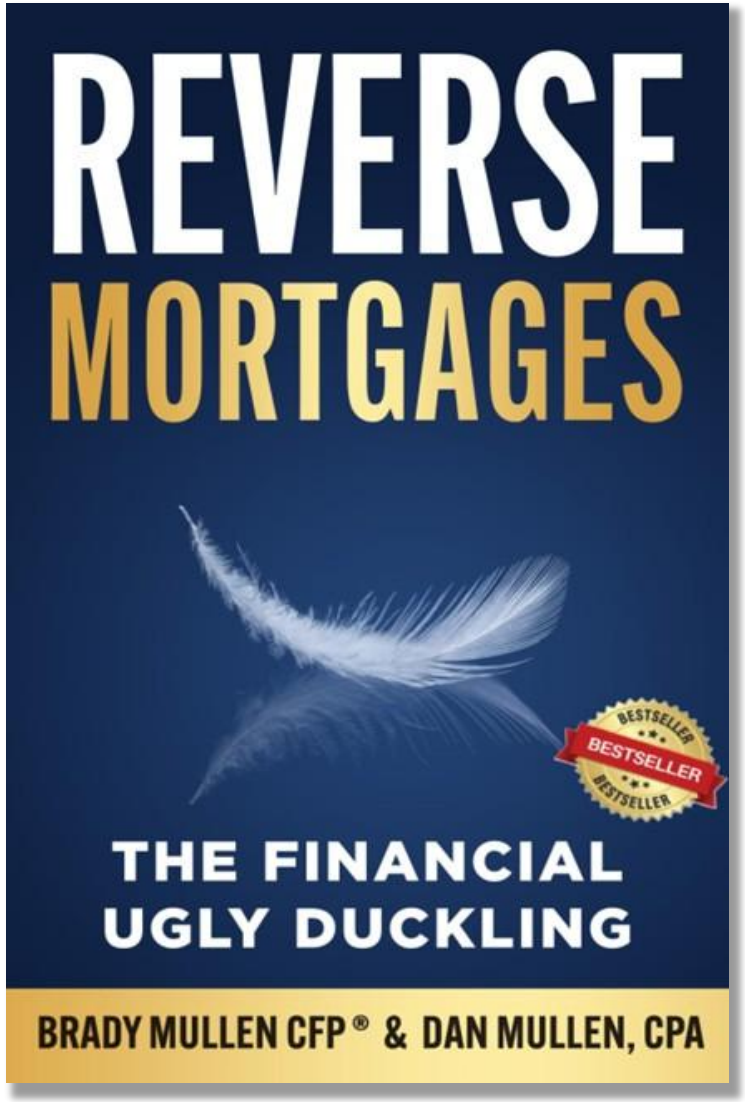
Brady Mullen, CFP®, RICP®

Divisional Business Development Manager
NMLS2295668

D 720.285.8050
E brady.mullen@ccm.com

CROSSCOUNTRY MORTGAGE





CROSSCOUNTRY MORTGAGE

Organizing Your Process



Plant

- Prospecting
- Presentations



Nourish

- The Follow-up
- Relationships



Harvest

- Referrals/Leads
- The Follow-up

CROSSCOUNTRY MORTGAGE



Prospecting

Don't Say This:	Say This Instead:
"Educate/Teach"	"Discuss"
"Make money"	"Provide answers"
"Why?"	"What makes you say that?"
Anything confrontational	Anything collaborative

CROSSCOUNTRY MORTGAGE



Prospecting Intro

“Is now a bad time to chat for 2 minutes?”

- Ask questions where “no” moves the conversation forward.

“I know I’m interrupting your day, so I’ll cut right to the chase.”

- This helps them feel like this won’t be a long commitment.

“My name is Brady, and I’m looking to introduce myself to established financial advisors and CPAs, and I do that by bringing in lunch, dropping of an excellent book written by a CFP and a CPA, and providing CE credit with a discussion about what I do. Would that be a problem?”

- Mention CPAs
- No mention of “education/teach”
- “No” moves the conversation forward



Prospecting Conversation

“I am a loan officer, and the CE is about reverse mortgages. But the point isn’t to “sell” them. These are just are becoming more and more popular, so the point is to give you the answers you’ll need when your clients ask about them. And it’s been my experience that they are often asking about their parents, grandparents, or other family members, and they just want answers from someone they trust.”

- Take the focus off the financial advisor’s clients.
- Instill FOMO
- Position them as the person their clients trust

“That’s a great question, and that is covered in the presentation. There are a few moving parts, and we’ll go over how that works and how it’s affected by other moving parts.”

- Don’t get sucked into Q&A – set up a presentation.

CROSSCOUNTRY MORTGAGE



Prospecting Intro (Gatekeeper)

“I’ll cut right to the chase. My name is Brady, and I’m looking to introduce myself to established financial advisors and CPAs, and I do that by bringing in lunch, dropping of an excellent book written by a CFP and a CPA, and providing CE credit with a discussion about what I do. What do you recommend would be the best way of going about that with your firm?”

- Let them take ownership of the solution.

CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE



Presentation

Mind the Arc

1. Validate
2. Inform (not educate)
3. CTA



CROSSCOUNTRY MORTGAGE



Presentation

Validating Reverse Mortgages

- Dr. Wade Pfau
- “Misunderstood” or “Underappreciated”
- What is expertise?
- FHA
- Businesses and wealthy families use LOCs
- Do you have one? If not, why not?
- **“What makes a mortgage a *reverse* mortgage?”**
- **“The Most Important Thing”**

CROSSCOUNTRY MORTGAGE

Imagine This…

Loan Amount = $300,000 @ 7.0%

Payment Option	Min.	Monthly P&I Pmt	
15-yr Amortization		$2,696	**…or more**
30-yr Amortization		$1,996	**…or more**
Interest Only		$1,750	**…or more**
Option Four…	**What is this?**	$0	**…or more**

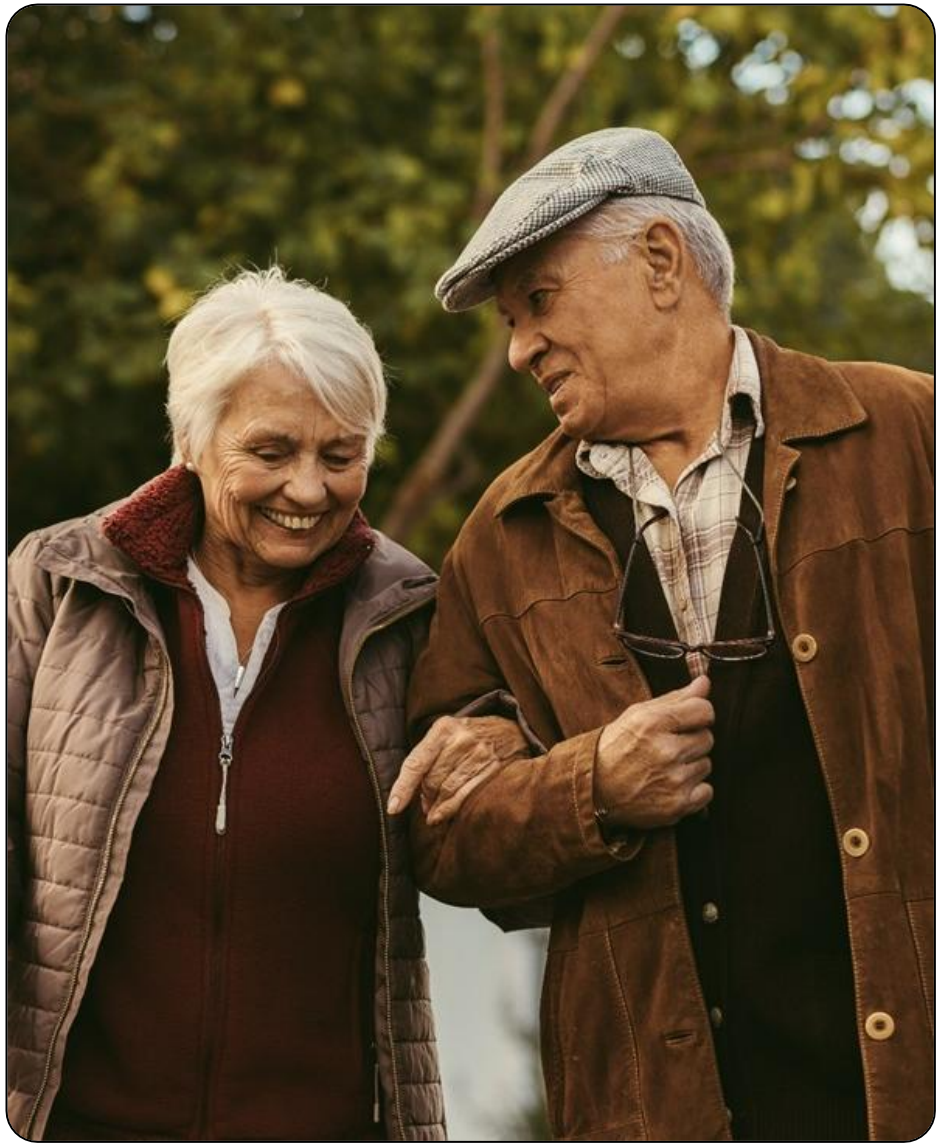
CROSSCOUNTRY MORTGAGE

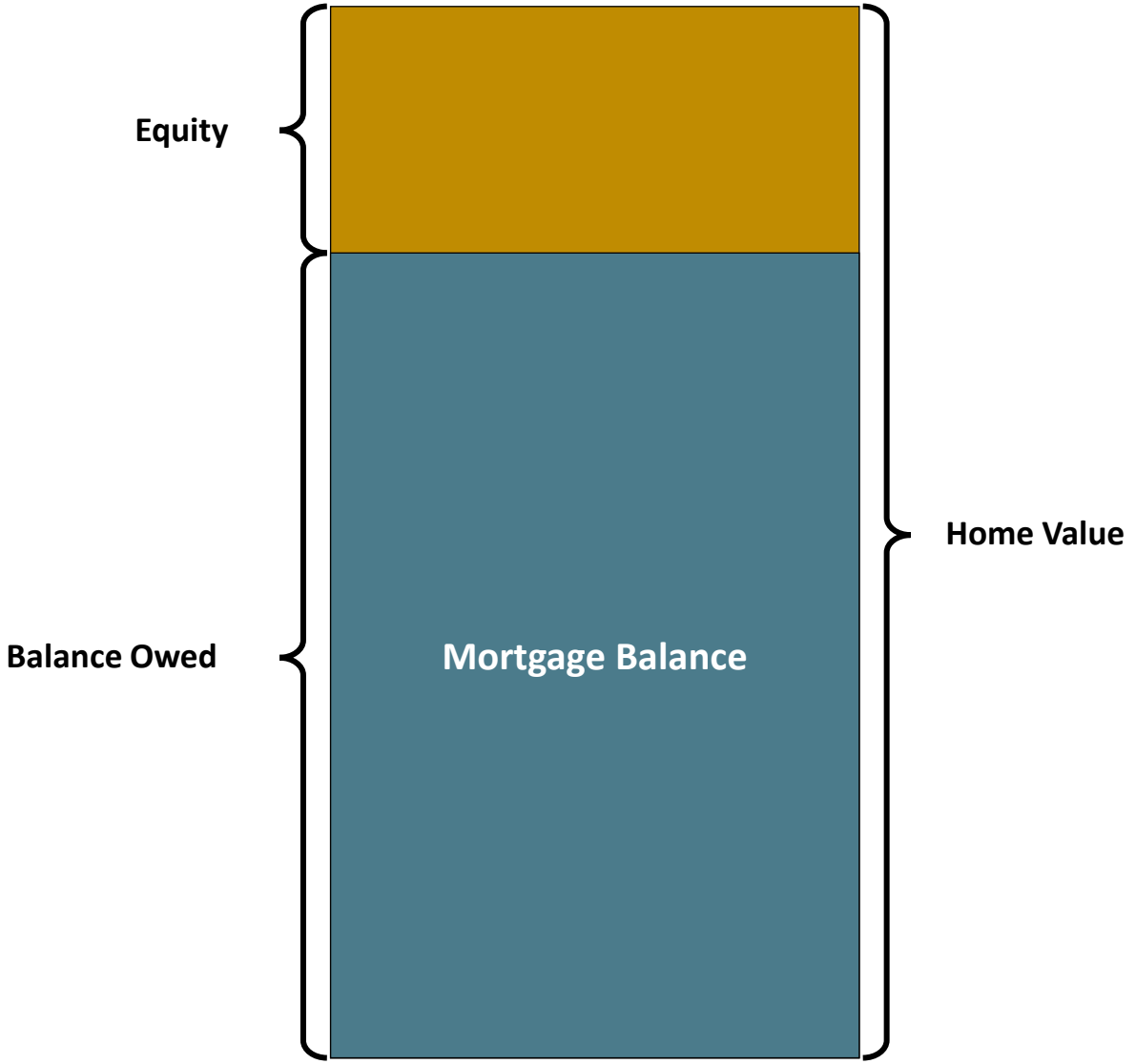
Q: What makes a mortgage a reverse mortgage?

1. Monthly P&I payments are **optional**.
2. Due when borrower **no longer lives in the home**.
3. It is **non-recourse**.

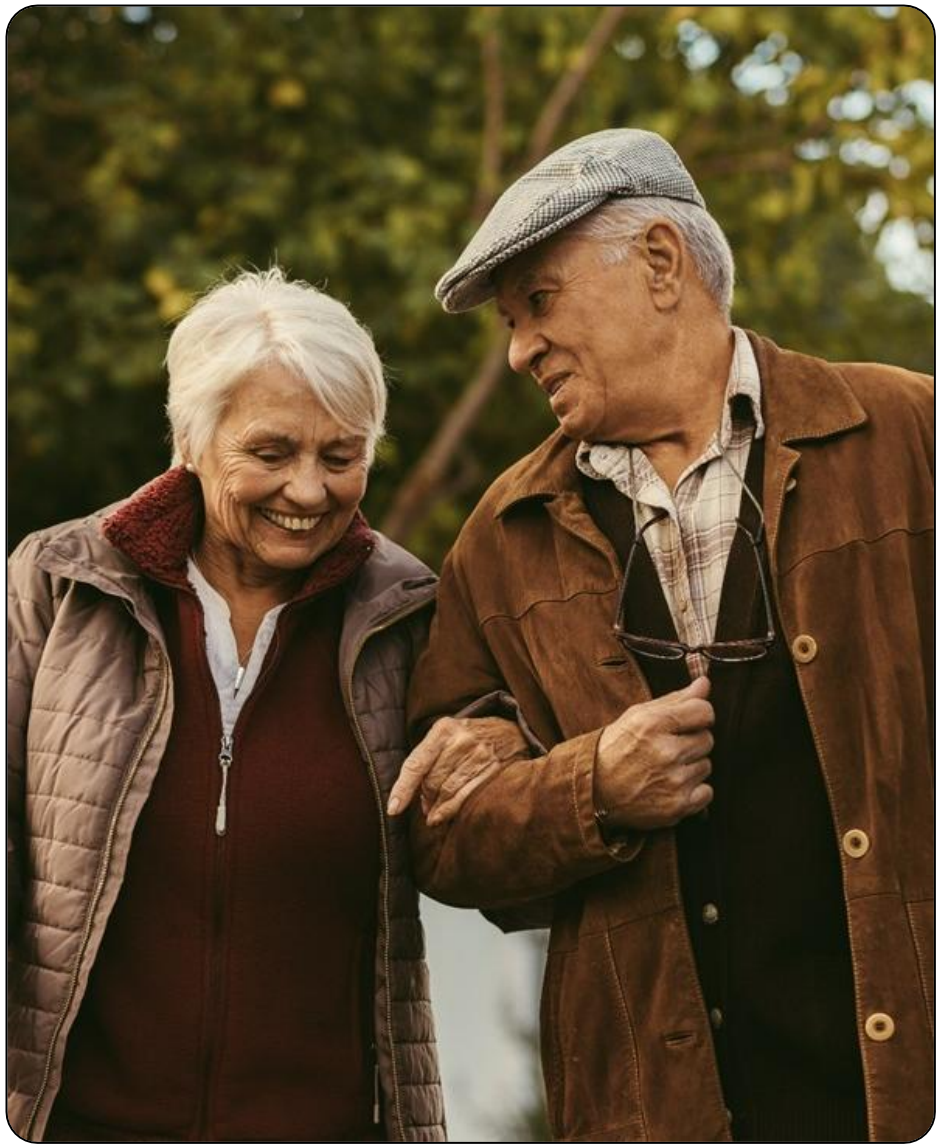
CROSSCOUNTRY MORTGAGE

Recourse vs Non-recourse

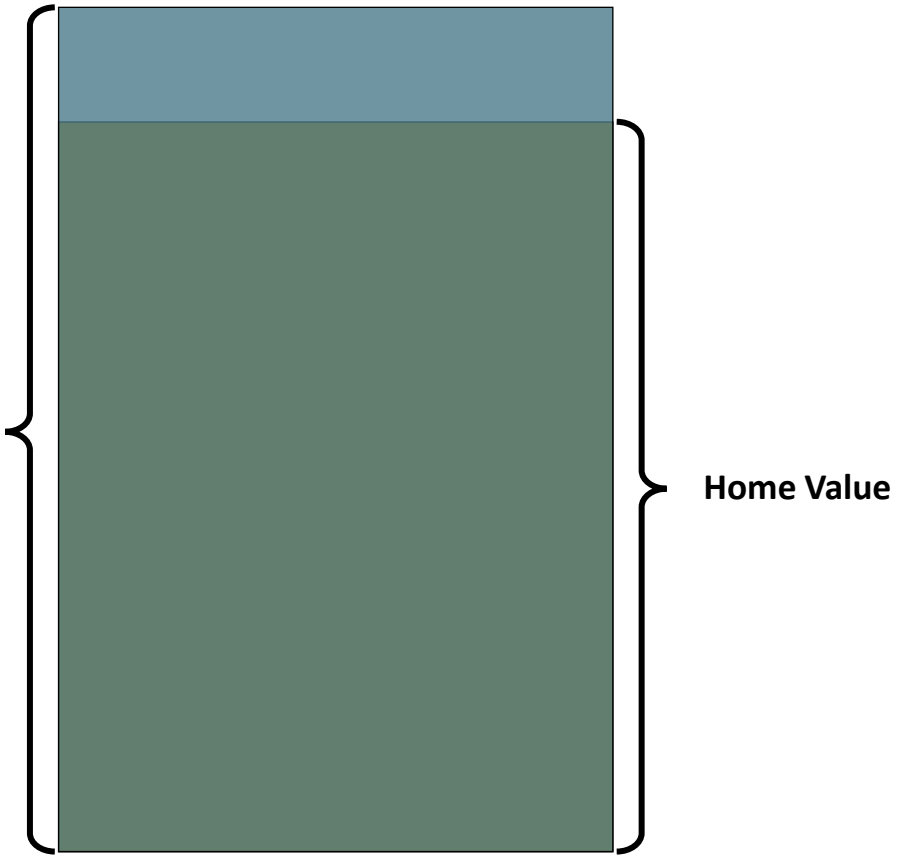




Recourse vs Non-recourse

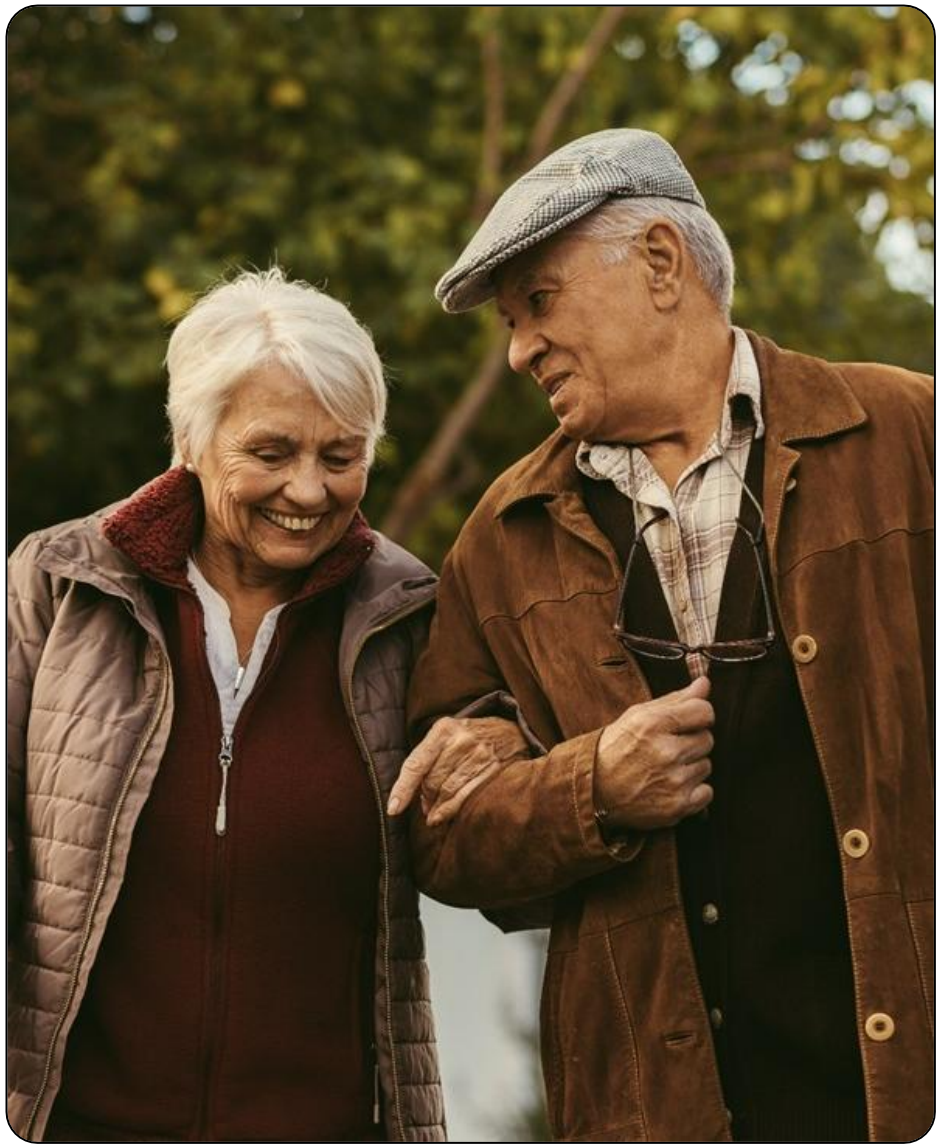


Traditional Mortgage
(Recourse)

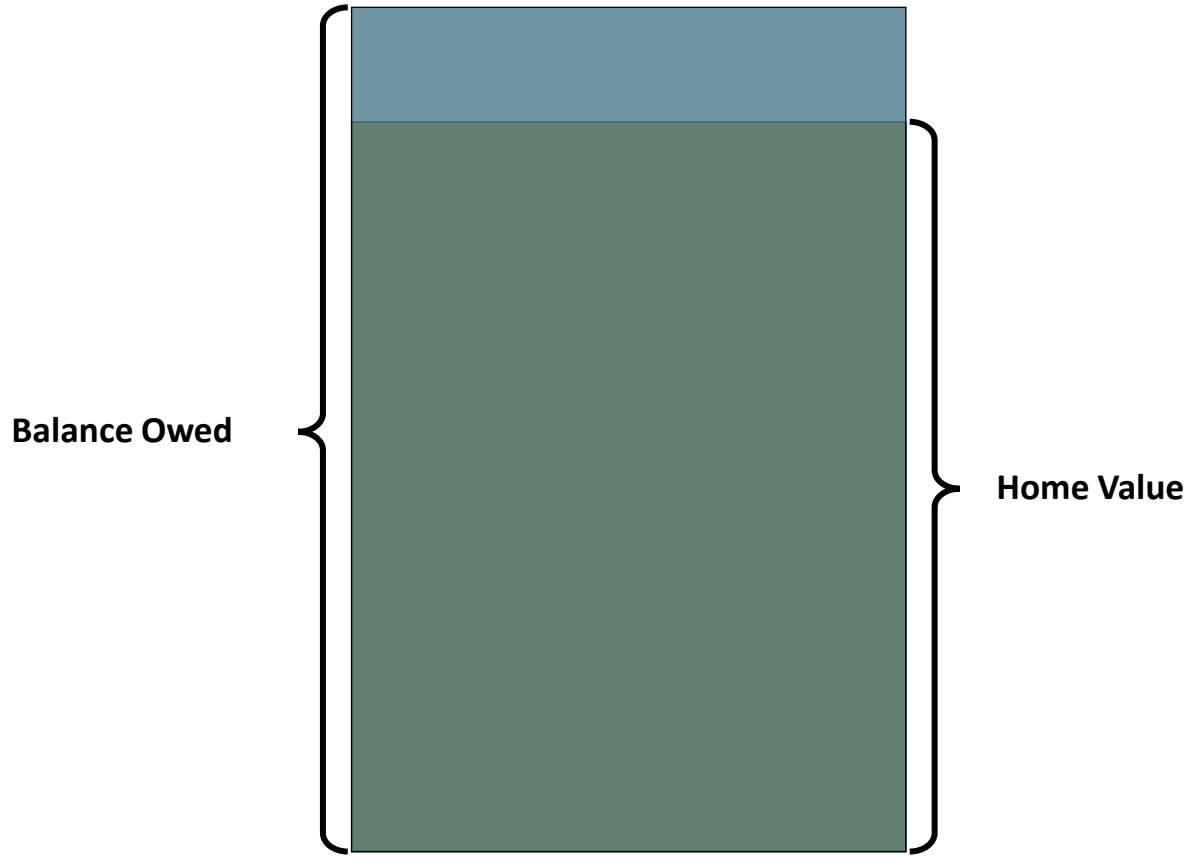


CROSSCOUNTRY MORTGAGE

Recourse vs Non-recourse

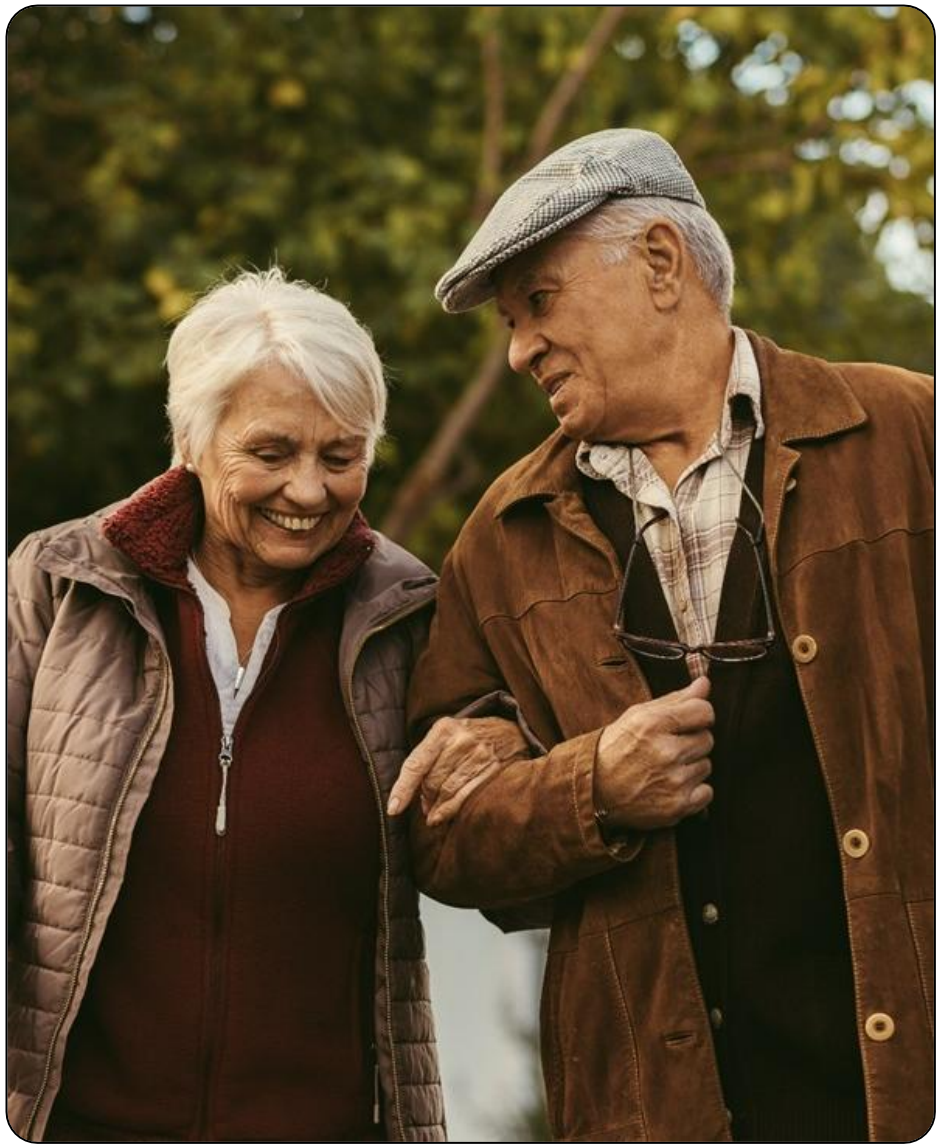


Reverse Mortgage
(Non-recourse)

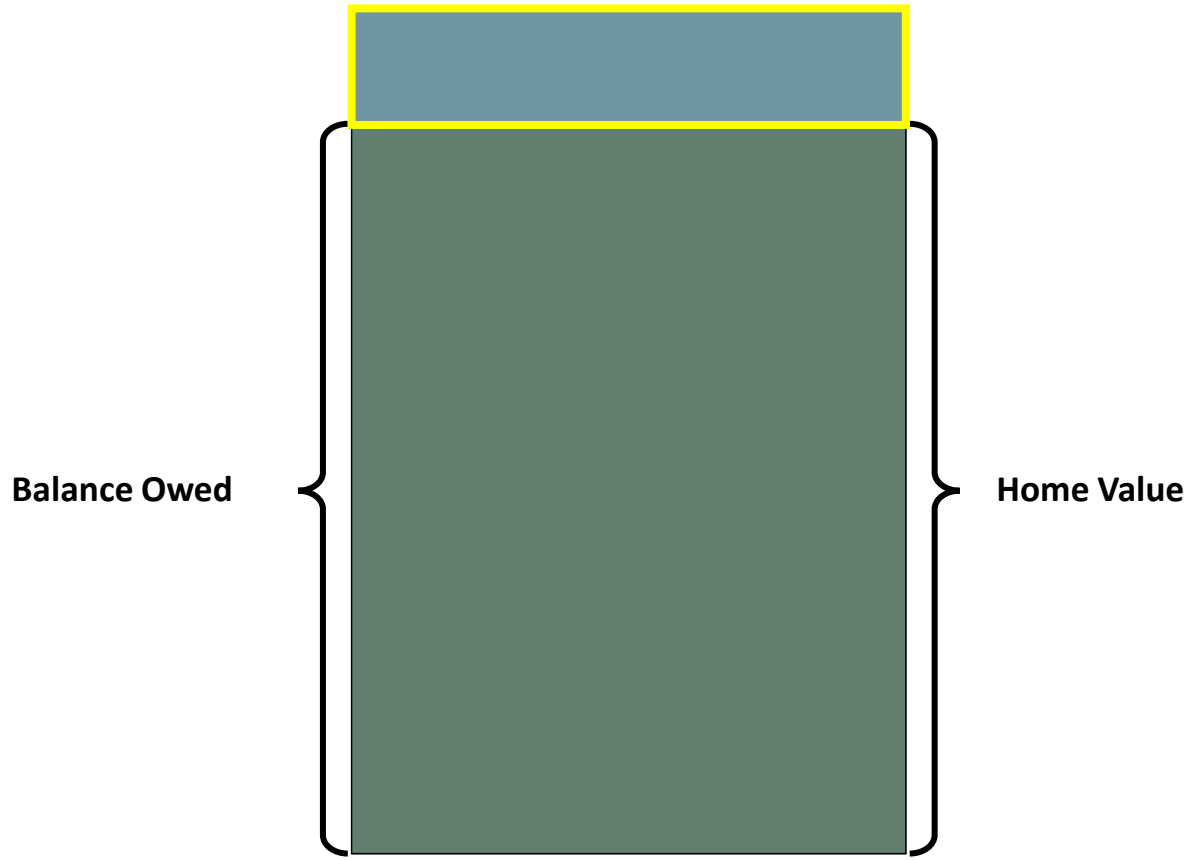


CROSSCOUNTRY MORTGAGE

Recourse vs Non-recourse



Reverse Mortgage
(Non-recourse)



CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE

Q: What makes a mortgage a reverse mortgage?

1. Monthly P&I payments are **optional**.
2. Due when borrower **no longer lives in the home**.
3. It is **non-recourse**.



Why the Fuss?

1. The Variable Rate **Home Equity Conversion Mortgage (HECM)** is a **Line of Credit** (LOC).

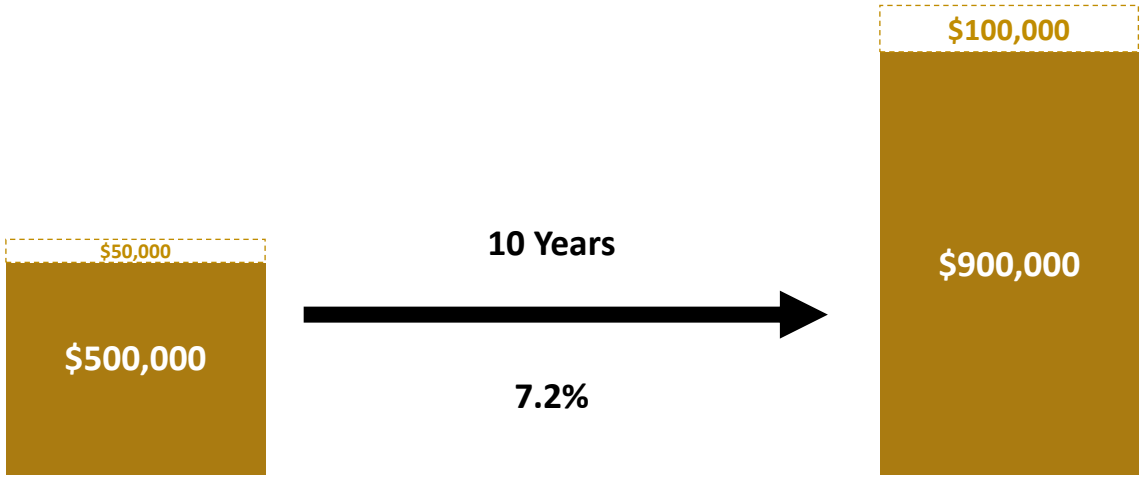
2. Social media boosts “**interesting**” over “**accurate**”.

3. It can be an **emotionally misleading** financial concept.

Focus on net wealth

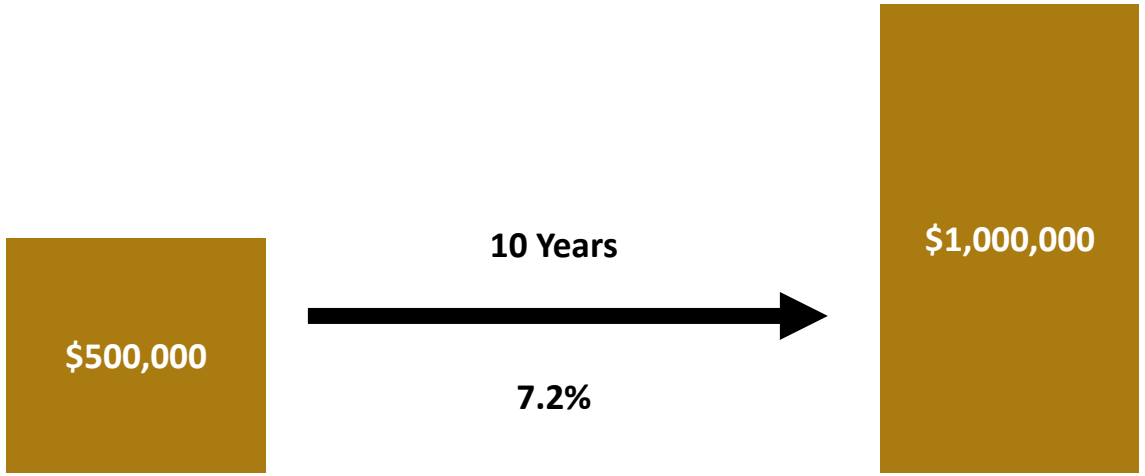
CROSSCOUNTRY MORTGAGE

Using Assets



Net Value = $900,000

Using a LOC



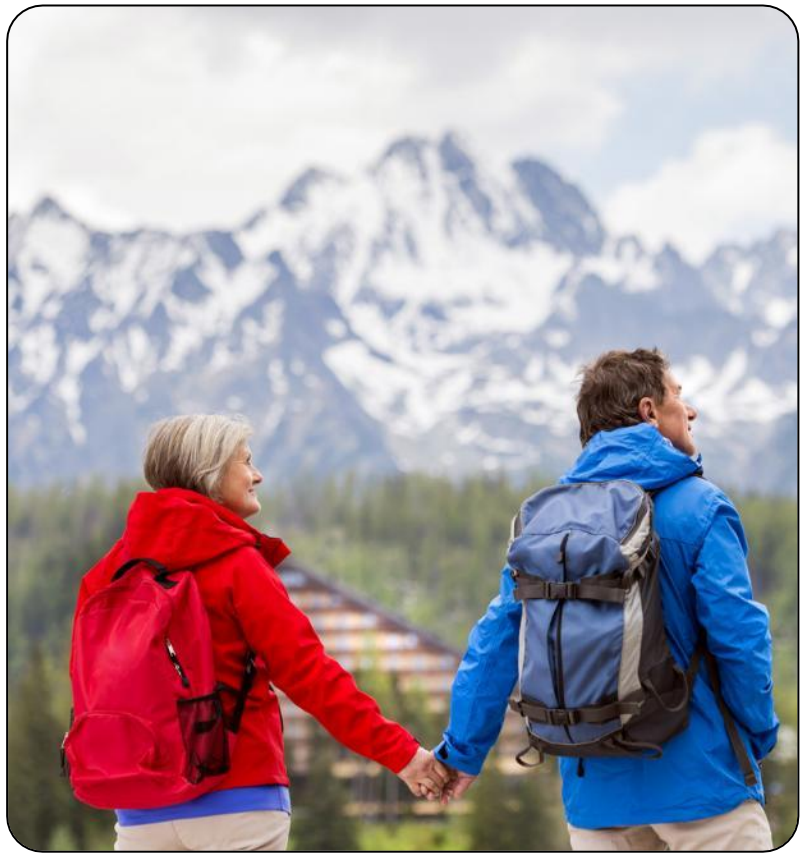
Net Value = $900,000



2 Classic Asset Types

Investment Accounts

$860,000



Home Equity

$735,000

CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE

2 Classic Asset Types

Investment Accounts

$860,000



Home Equity

$735,000

2 Classic Asset Types



CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE



Presentation

Don’t Say This:	**Say This Instead:**
Distribution Options*	Describe it like a LOC
“Rate plus 0.5%”	“Growth Rate/Monthly Charges”
“Dollar for Dollar”	“Balance & Available Credit”
“They’re different now…”	Literally *anything* else!

CROSSCOUNTRY MORTGAGE



Presentation

Mind the Arc

1. Validate
2. Inform (not educate)
3. CTA



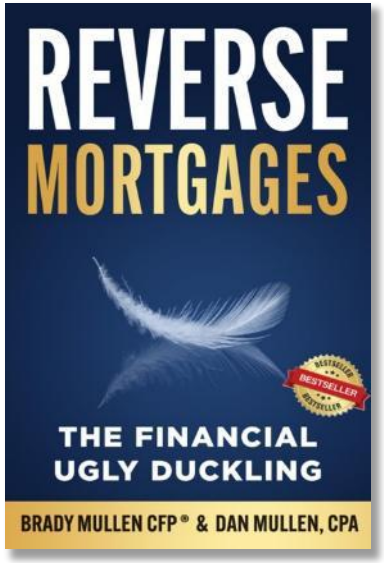
CROSSCOUNTRY MORTGAGE



Discussing
Reverse Mortgages

8-minute Video

23-minute Video



CROSSCOUNTRY MORTGAGE



Presentation

Mind the Arc

1. Validate
2. Inform (not educate)
3. CTA



CROSSCOUNTRY MORTGAGE

Organizing Your Process



Plant

- Prospecting
- Presentations



Nourish

- The Follow-up
- Relationships



Harvest

- Referrals/Leads
- The Follow-up



The Follow-up

The Relationship Business

- If you're not using a CRM, you will *never* scale.
- Separate contacts in your CRM for targeted messaging.
- **Connect every 2-6 weeks.**
- Triage recipients.
- Teach them *how* to introduce you.
- Let haters go.

CROSSCOUNTRY MORTGAGE



The Follow-up

Content

- PLF Tables



CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE®



Denise Colvin
Sr. Mortgage Advisor
Denise.Colvin@CCM.com
925.200.4019 c.
NMLS287399

EQUAL HOUSING LENDER

Principal Limit Factors for HECM - The Home Equity Conversion Mortgage (FHA's Reverse Mortgage)

Age of Youngest Borrower	% of Value Available
50	20.9%
51	21.5%
52	22.0%
53	22.6%
54	23.2%
55	23.8%
56	24.4%
57	25.0%
58	25.6%
59	26.3%

Age of Youngest Borrower	% of Value Available
60	26.9%
61	27.6%
62	29.1%
63	29.8%
64	30.5%
65	31.3%
66	32.0%
67	32.8%
68	33.6%
69	34.5%

Age of Youngest Borrower	% of Value Available
70	35.0%
71	35.0%
72	35.2%
73	36.1%
74	36.9%
75	37.9%
76	38.6%
77	39.7%
78	40.8%
79	41.5%

Age of Youngest Borrower	% of Value Available
80	42.7%
81	43.9%
82	45.2%
83	46.5%
84	47.9%
85	49.3%
86	50.8%
87	52.3%
88	53.7%
89	55.3%

Age of Youngest Borrower	% of Value Available
90	57.0%
91	58.8%
92	60.6%
93	62.5%
94	64.5%
95	66.4%
96	67.4%
97	68.2%
98	68.2%
99	68.2%

2026 HECM Limit **$1,249,125** **Effective Date:** **October 20, 2026**

These PLF's are based on the average 10YR CMT from the week prior to the Effective Date, which is 5.15%, and a HECM margin of: 2.375%.

*This is the maximum value FHA will use for a HECM, effective 01/01/2026. This does not mean that the property value must be below this value. It is simply the highest value FHA will use to calculate HECM proceeds.

CrossCountry Mortgage, LLC | NMLS3029 | CrossCountry Mortgage is an Equal Housing Opportunity Lender | Restrictions and limitations may apply. | Information is accurate as of the date of printing and the offer is subject to change without notice. All rights reserved. This information is not intended to be an indication of loan qualification, loan approval or commitment to lend. Borrowers must occupy home as their primary residence and pay for ongoing maintenance including taxes and property insurance, otherwise the loan becomes due and payable. Loan also becomes due and payable when the last borrower, or eligible non-borrowing surviving spouse, dies, sells the home, permanently moves out, defaults on taxes, insurance payments, or maintenance, or does not otherwise comply with loan terms. Credit and collateral are subject to approval. Products offered by CrossCountry Mortgage have not been endorsed by the FHA or HUD. Information contained in this advertisement is not from HUD or FHA and this advertisement was not approved by the Department or Government Agency.

CROSSCOUNTRY MORTGAGE



The Follow-up

Content

- PLF Tables
- Market Updates
- Stories (VIDEOS!)
- In-person Visits
    - Email first and stop by
    - Bring food





The Follow-up

The Relationship Business

- If you're not using a CRM, you will never scale.
- Separate contacts in your CRM for targeted messaging.
- **Connect every 2-6 weeks.**
- Triage recipients.
- Teach them *how* to introduce you.
- Let haters go.

CROSSCOUNTRY MORTGAGE



The Follow-up

The Relationship Business

Q: What is a relationship?

A: A series of **conversations**.

Q: How many do you need?

A: This is *the* metric to measure.

CROSSCOUNTRY MORTGAGE

CROSSCOUNTRY MORTGAGE

Organizing Your Process



Plant

- Prospecting
- Presentations



Nourish

- The Follow-up
- Relationships



Harvest

- Referrals/Leads
- The Follow-up

CROSSCOUNTRY MORTGAGE



We get a referral...



CROSSCOUNTRY MORTGAGE



We get a referral...

1. Get information and schedule a meeting *in the future*.

2. Give them some *homework* (video and/or a book)

   - Qualifies them.
   - Has them invest in the process.
   - Sells them *once*.
   - Gives them something to share.
   - Helps them *refer*.



CROSSCOUNTRY MORTGAGE



Following Up

Longbridge
Financial, LLC
"The power of home."
P.O. Box 40724
Lansing MI 48901-7924

Monthly Reverse Mortgage Statement

P.O. Box 40724
Lansing MI 48901-7924
Customer Service: (866) 654-0020
Toll Free Fax: (866) 616-2160
Email Address: bc@reversedept.com

Date Printed: March 05 2021

Account Number:

Loan Type: HECM
Current Payment Plan: Line of Credit
Current Loan Status: Active
Credit Type: Open end

THIS IS NOT A BILL

Statement Period: February 01 2021 to February 28 2021

Principal Limit Information	
Original Principal Limit	$303,803.55
+ Growth of Principal Limit	$48,470.52
Current Principal Limit	$352,274.07
- Service Fee Set Aside	$0.00
- Current Total Loan Balance	$137,149.73
- Repair Set Aside	$0.00
- Tax & Insurance Set Aside	$0.00
- 1st Year Property Charges Set Aside	$0.00
Current Net Principal Limit	**$215,124.34**
Prior Month-End Current Net Prin Limit	$214,364.24

Line-Of-Credit Information	
Original Line-Of-Credit Reserve	$206,194.07
+ Growth of Line-Of-Credit	$33,316.28
- Current Line-Of-Credit Loan Balance	$24,386.01
- Repair Set Aside	$0.00
- 1st Year Property Charges Set Aside	$0.00
Current Available Line-Of-Credit	**$215,124.34**
Prior Month-End Current Avail LOC	$214,364.24

Line of Credit advances cannot exceed Current Net Principal Limit

Interest Rate Information

Interest Rate February 2021 as published on 01/27/2020

	MIP Rates	Index	Margin	Loan Interest Rates
Feb. Daily Periodic Rate	0.00137%			0.01029%
Feb. Monthly Periodic Rate	0.04167%			0.31292%
Feb. Annual Periodic Rate	0.50000%	1.88000%	1.87500%	3.75500%



CROSSCOUNTRY MORTGAGE

Organizing Your Process



Plant

- Prospecting
- Presentations



Nourish

- The Follow-up
- Relationships



Harvest

- Referrals/Leads
- The Follow-up

CROSSCOUNTRY MORTGAGE

Resources

- Scripts
- Videos
- CFP/IAR CE Recording
- PLF Table
- Slides



Developing a Sales Funnel Through Referral Partners

Brady Mullen, CFP®, RICP®

Divisional Business Development Manager
Reverse One Team