

Surefire Case Study

VIP Mortgage

VIP Mortgage Wins Over LOs with SurefireCRM's Administrator-Led Marketing Campaigns

Company Profile

HEADQUARTERS:
Scottsdale, AZ

FOUNDED:
2006

WEBSITE:
vipmtginc.com

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Founded by Marine veteran Jay Barbour in 2006, VIP Mortgage stands hundreds of loan originators strong and funds several billion dollars in loans annually. Consistently ranked as a top-performing mortgage lender, VIP Mortgage has attained success by delivering exemplary service that earns customers for life.

The Journey to a Corporate-Led Marketing Service

When VIP Mortgage's Director of Marketing Cheri Booth was hired in 2018, she was tasked with identifying a marketing automation platform that could integrate with the company's white-labeled customer relationship management (CRM) platform and building a marketing department that delivers exceptional value to the company's loan originators (LOs).

Booth and the company's Chief Marketing Officer, Carol Taylor, began by launching a search for a marketing automation platform that could give her the corporate-level marketing control she needed to provide high-caliber marketing services.

According to Booth, who has a rich background in mortgage CRM implementation, training and sales, "My entire professional experience has taught me that for lenders of VIP's size, the best results are obtained when marketing is administered at the corporate level. LOs often lack the time or interest required to execute marketing campaigns."



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After reviewing many marketing automation systems, Booth selected SurefireCRM because of its extensive features, its vast library of creative content and because it was the only platform that could give her the ability to design, create and automate marketing campaigns at the corporate level.

Elevating Marketing's Reputation From Zero to Hero

With the right technology in play, Booth was able to engage her marketing dream team to execute marketing at assigned branches. She then faced her most daunting trial: winning over the trust of a skeptical salesforce, who would pay for SurefireCRM under VIP Mortgage's corporate policy that shares marketing expenses with originators. Before Taylor and Booth took over marketing at VIP Mortgage, LOs rarely used the marketing department, because they felt it did not deliver enough value to justify the expense. Now she was tasked with launching a marketing service with the literal buy-in of 60 LOs on day one.



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Not only did Booth win over the origination team with her pitch of a hands-free marketing service by launch day, but more impressively, the rave reviews circulating among VIP Mortgage's top performers soon saw LO participation in marketing services swell to over 95%.

"Eighteen months after launching SurefireCRM, every single LO is beyond excited about what our department does," said Booth. "With SurefireCRM, we've been able to create a marketing service that our

LOs absolutely love because we take care of everything for them. All they have to do is opt-in to new content notifications, and our team generates their campaign audience, customizes collateral and deploys it. It's very hands-off for LOs."

For the second year in a row, Booth was recognized with VIP Mortgage's Above and Beyond award, which is voted on by employees. And it's all because of how she's helped transform marketing into a major value-add.

"It's hard for me to overstate what an achievement it has been to convert LOs who were leery of the marketing department to pay money for and fully embrace our service," said Booth. "SurefireCRM was the tool we needed to turn this department around."

Just a Text Away with Power Messaging

One of the reasons Booth selected SurefireCRM was for its unique features, like Power Messaging, which enables VIP Mortgage to deliver compliant, high-touch text message communication to consumers at scale. Power Messages can be sent to individual recipients or groups of contacts; deployed on a one-off or recurring basis; and be pushed immediately or scheduled for future deployment. Users can even automate text communication with conditional rules and advanced workflows.

VIP's implementation of Power Messaging has included:

- **Milestone communications Realtor partners love**
VIP Mortgage keeps Realtors in the loop by texting them in-process videos as borrowers reach important lending milestones.
- **Borrower text intro**
As soon as a loan goes in process, VIP opens a line of text communication with the borrower. The message invites borrowers to text their LO any time and lets borrowers know they will have the opportunity to complete a Social Survey about their loan experience.
- **Multimedia refi campaigns**
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An out-of-the-box thinker, Booth has even leveraged Power Messaging internally to provide critical company updates, lift morale, recruit new talent and inform LOs when new content is available.

- **Staying connected**
"We began using Power Messaging internally to provide critical updates to employees at the start of the coronavirus pandemic," said Booth. "We received appreciative feedback from employees, who were eager for real-time updates and transparency during a very stressful time."

"Since, our use of Power Messaging has evolved. Every Monday our CEO sends out a motivational text blast to the entire VIP Mortgage team."

- **Recruiting**

To keep up with 2020's Q1 and Q2 volume demands, VIP Mortgage has successfully recruited talent with multimedia text and email campaigns executed through SurefireCRM.

- **Notifying LOs about new content**

When SurefireCRM releases new marketing materials, corporate marketing texts LOs to opt-in.

Results that Speak for Themselves

Booth's implementation of SurefireCRM and strategic use of the platform helped increase average monthly loan production at VIP Mortgage by 38% from 2018 to 2019, and the company is on pace to exceed that growth in 2020.

VIP Mortgage was an early adopter of Power Messaging in April 2020 and immediately began using the feature to great advantage with a special focus on refi prospects. In Q2 of 2020, LOs at VIP closed an average of 56% more loans per month compared to LOs at similarly-sized peers who hadn't yet adopted Power Messaging. In all, VIP's Power Messaging campaigns generated a total of 332 deals over the course of Q2, of which 38.6% converted to closed loans with an average loan amount of \$303,000.