

# MILLION DOLLAR ORIGINATOR™ *system*



facebook  
BUSINESS PAGE

GET 5-STAR FACEBOOK BUSINESS REVIEWS ON AUTO-PILOT  
- FOR MORTGAGE ORIGINATORS -



## ***Getting 5-star Facebook Reviews and Referrals on Auto-Pilot for Mortgage Originators***

How to use a simple Facebook Page and some simple automation to get 5-star reviews and referrals on your Facebook Page.

Millions of people are looking up Facebook profiles of Real Estate Professionals to start their home purchase process, and getting referred from friends to Facebook Pages for Mortgages and Home purchases.

Even when people start their search in other places, they often end up on Facebook to search your profile and do a little homework before committing or reaching out to start the mortgage process.

***This means, if you do not have a decent Facebook Business Page or Profile page where people can post reviews and research your reputation, you are losing referral business.***

The good news is, you can grow 5-star review on your Facebook Profile or Business Page and get referrals on auto-pilot, and it's easier than you might think.

The following is a simple, 3-step process that you can use to get more 5-star reviews, and to ensure you get the most referrals from past, successful clients. Again, this process, once set up and automated, will get both 5-star reviews from your Facebook page and your past clients! It's a 2-for-1 reward for you when you do it consistently.

***The 3 steps are : SETUP - REMINDER - FOLLOW THROUGH***

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### **STEP 1 - THE SETUP**

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There are 3 simple pieces to the setup.

**Setup Step 1** - First, you need a basic setup with all of your information for your business on Facebook for Business

<https://www.facebook.com/business/pages/set-up>

This is all 100% free to do and the rewards can compound.

***The day before closing - step 2:***

When your clients are getting close to the finish line, i.e. closing on their home, you will want to coach them in person and simply ask every single one of them if they will leave a 5-star review on your Facebook Business Page as soon as they close on their home. Their normal response will be “of course!” You must be in the habit of doing this every time.

***All you have to do is say something like this:***

*“You’re almost ready to close on your new home! I’m so excited for you! Here’s what’s going to happen... as soon as we close on the ideal home that is just right for your budget and lifestyle, would you agree that your experience would be worth a 5-star review on my Facebook page?”*

They will say “yes”.

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### ***STEP 2: THE REMINDER:***

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***Your automated review magnet sequence.*** You can set up an automation campaign with email, ringless voicemail, and text messaging that every successful client (home closing) will go into.

As soon as they close on their new home, you (or your assistant) simply upload their name, email and cell number (and their home purchase anniversary date) into the automated system. If you don’t have an automated system set up, you can use email to get started, but our 3D Automation system of ringless voicemail, email and text has a much higher conversion rate - just schedule a call and ask us how to set it up!

<http://www.milliondollaroriginator.com/call>

Using our proven, prebuilt campaigns, the system will do the work of reminding them to put up their 5-star review.

The messaging is a series of ringless voicemail, texts and emails that are more “congratulatory” and helpful the first few weeks after they close on their new home loan and move in. They will be more than happy to leave you a review because their experience with you was phenomenal!

It also reminds them that your business is built off referrals and will bring in more referrals when your new successful client is the most excited about referring other potential customers to you - right after they have had a great experience with you.

***2 important steps that make this much easier.***

**1- Timing** - the best time to get a 5-star review from a client is within the few days following their closed home loan. They will be moving in the first few days, so you might want to wait a few days to put them in the automated follow up system. We recommend sending 1 email the day before closing and another 3 days after closing, with different language found in our templates.

**2- Templates** - have templates included in your email of examples i.e. what they can say when they write up your review. The templates will want to be brief, sound excited, and imply a referral. Something like this can work great:

*Your emails can say something like this:*

.....  
(EMAIL - sent 1 day before closing)

(First Name),

*Congratulations! You are almost ready to move in!*

*Can I ask you for a quick favor? Before we close and you get busy moving into your new home, would you take 1 minute and leave me a 5-star review on my Facebook Business page?*

*Here's the link: (INSERT FB PAGE LINK)*

*Here are some examples of reviews to make it easier for you!*

*"We just purchased our new home and love it! We are so thankful for (your team name) that made this possible. We highly recommend (your name) to all of our friends and family!"*

*"We love our new home and we're so thankful to (your name / team name) for making it a reality! We highly recommend (your name) if you are looking to purchase or sell a home!"*

And, will you do me one more small favor? My business is based off referrals from satisfied clients like you. If you know anyone else looking to buy, sell or refinance their home, would you please pass my information on to them? I appreciate it! When you do, please be sure they mention your name as the person who referred them.

(Your Signature)

.....

(EMAIL 2 - sent 3 days after closing)

(First Name),

I hope your move is going great and you are beginning to enjoy your new home!

I know you are busy, but I'd like to ask you for a favor? Would you take a couple of minutes and leave me a testimonial and 5-star review on my Facebook Business page?

Here's the link: (INSERT FB PAGE LINK)

To make it easier, I have a few simple examples of what you might write:

“We just purchased our new home and love it! We are so thankful for (your team name) that made this possible. We highly recommend (your name) to all of our friends and family!”

“We love our new home and we’re so thankful to (your name / team name) for making it a reality! We highly recommend (your name) if you are looking to purchase or sell a home!”

Thanks so much for your great review!

Also, please remember to forward my information to anyone you know who is looking to buy, sell or refinance their home. I will give them the same great service I gave to you!

(Your Signature)

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If you want to, write up a few other templates that they can easily use or adapt with their own words and experience.

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(Voicemail #1 - sent 3 days after closing)

Hi this is (your name) with (your company) and I just wanted to give you a quick call and say congratulations once again on your home purchase! I'm so happy for you.

Also, I was wondering if you received my email asking for a 5-star review on my Facebook Business Page.

I'm sure you're busy enjoying your new home, but if you haven't taken the time, would you please do me a small favor and leave a 5-star review on my page?

My business is built on referrals and reviews from great clients like you and I really appreciate you taking a minute or 2 to leave a great review.

Congratulations again and let me know if you have any questions.

And, if you know of anyone who is talking about buying or selling a home or refinancing, I would greatly appreciate you passing my information along to them.

Thanks again and enjoy your new home!

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### ***STEP 3: THE FOLLOW THROUGH***

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#### ***The follow through...***

With every single closing, you have to be sure to set up expectations as written above.

You have to have your system and Facebook Business Page set up to promote and receive 5-star reviews.

And the most important step is the short, mid, and long-term follow through.

Be sure that you use a checklist with every client file so you (or your assistant) never forgets to ask for the review and enter their contact information into your automated system to get this to happen on auto-pilot.

### ***The follow through doesn't just stop at closing...***

You can use one of our year-long campaigns that will bring in more home loan applicants on auto-pilot.

Our scripts and automated series will go out once per month and will create a nice, professional follow up feel for all of your past clients that will make them feel like you are taking care of them "post sale" and you will stay top-of-mind for years to come.

You can also use the home closing anniversary date feature so they will get a congratulations message the week of their home closing anniversary (every year) and this can be a great time to also ask them if they would like an annual mortgage / home value review.

Not only does this serve them at a higher level, more than what 98% of your competition will even consider, but it will get more refi business, HELOC business, and consistent referrals.

For every 100 past clients in your automated follow up system, you can expect 1 to 4 referral deals per month.

But... you must start today - don't put it off!

### ***TAKE IT 1 STEP FURTHER...***

For all of your past clients, you can also send postal mail, once per month. 99% of your competition will not do this. Not only will you be top of mind, but your service experience will go so far above that you will get the lion's share of referrals in your region. Don't pinch pennies and go cheap on this follow up mailing or try to short-cut it. Once per month is the best frequency to remain top of mind.

There are 1001 services out there that will store templates and mail out cards for you when you upload contact information. Just do a search or use services like: <https://www.sendoutcards.com/app> or <https://click2mail.com>

### ***The 3rd Tier of outreach.***

Every quarter, you should follow up by phone to your past clients and database. This is guaranteed to get more referrals every quarter simply because you are reminding people that you are still in the business and they will be happy to refer friends and family members to you, as long as they remember. The key to them remembering is your consistent follow up, months and months after they have had a great experience with you.

### ***But who has time to do all of this and remember it all, consistently?***

Most mortgage originators don't follow up long enough to mine all of the future referrals from those relationships. Therefore they leave tens of thousands of dollars on the table simply because that referral business goes to someone else who is top-of-mind.

So, instead of manually calling every quarter and losing dozens of hours every month, there is a much better way!

Send out quarterly voicemail broadcasts using a voicemail broadcasting service, or better yet, get MDO 3D Automation and set it up once, then let it do all the work for you and you'll never miss another referral opportunity!

**Ask us about MDO 3-D Automation on your free strategy call.**

**Schedule your free call here:** <http://www.milliondollaroriginator.com/call>

**What's next?** You are only 1 step away from your next level of success. Where are you on the MDO success roadmap?



**Would you like to double your applications in 90 days without cold-calling?**

Give us a call for your free strategy session. During our call we will help you identify your top 3 areas of potential breakthrough and growth for the next 12 months. You will also get our free scripts for 6 automated campaigns that will help you get 1 to 4 deals every month for every 100 contacts in our automation system! At the end of the call we will simply ask you if you want our help implementing it, or we will show you how to do it on your own. It's up to you! Don't wait.... Set up your call now.

# MILLION DOLLAR ORIGINATOR™ system

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Your Next Step

FAST-TRACK  
PHONE CALL



**SCHEDULE YOUR 10 MINUTE  
FAST TRACK STRATEGY CALL NOW AT**

[www.MillionDollarOriginator.com/call](http://www.MillionDollarOriginator.com/call)